

CITE Series: Publish and share your research: Suggestions
from Editors and Librarians

Maximizing Research Visibility & Impact:

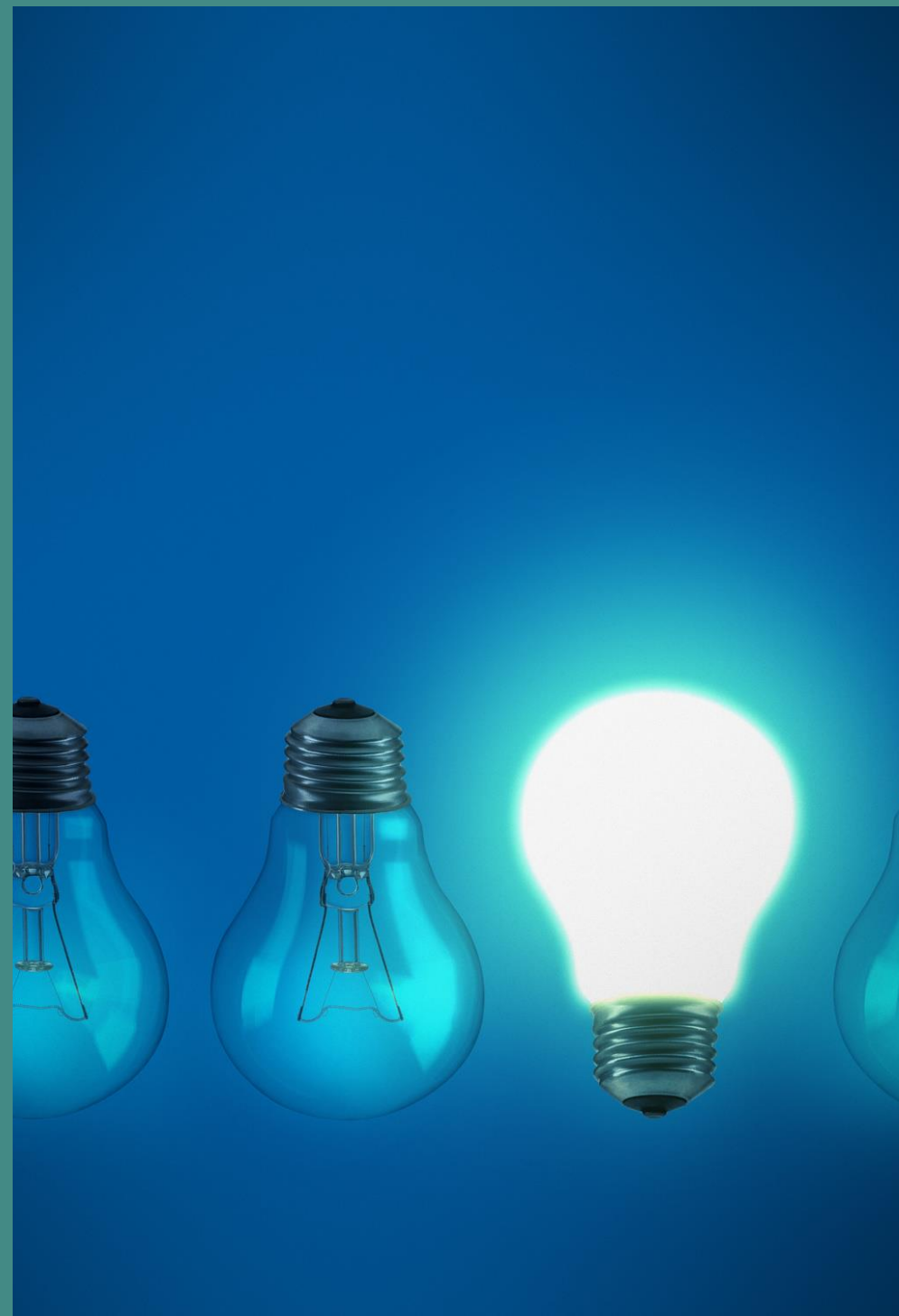
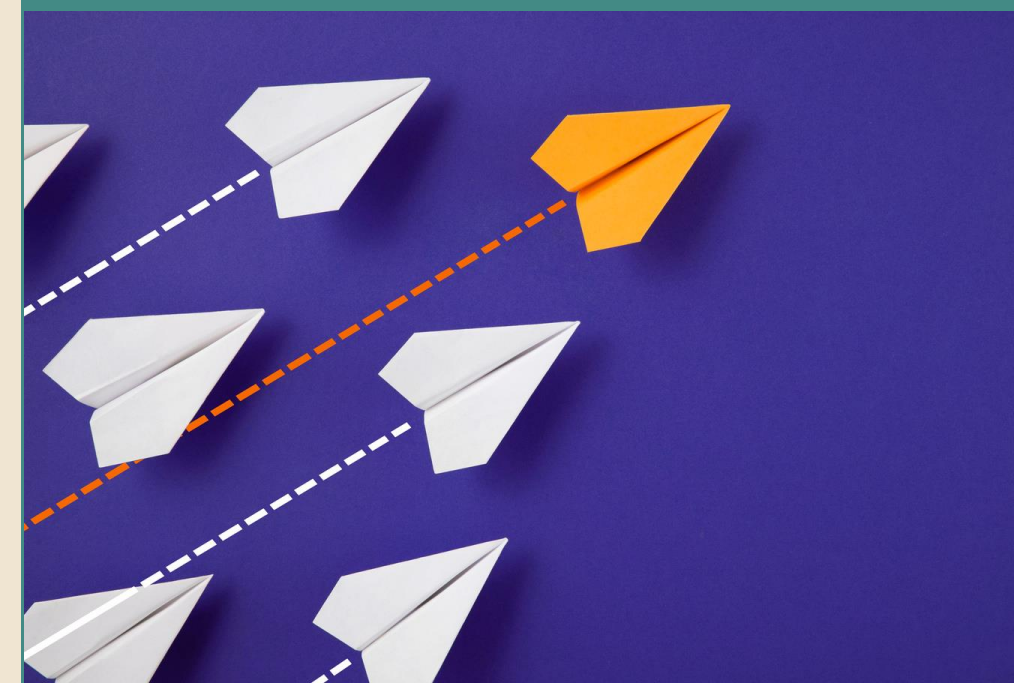
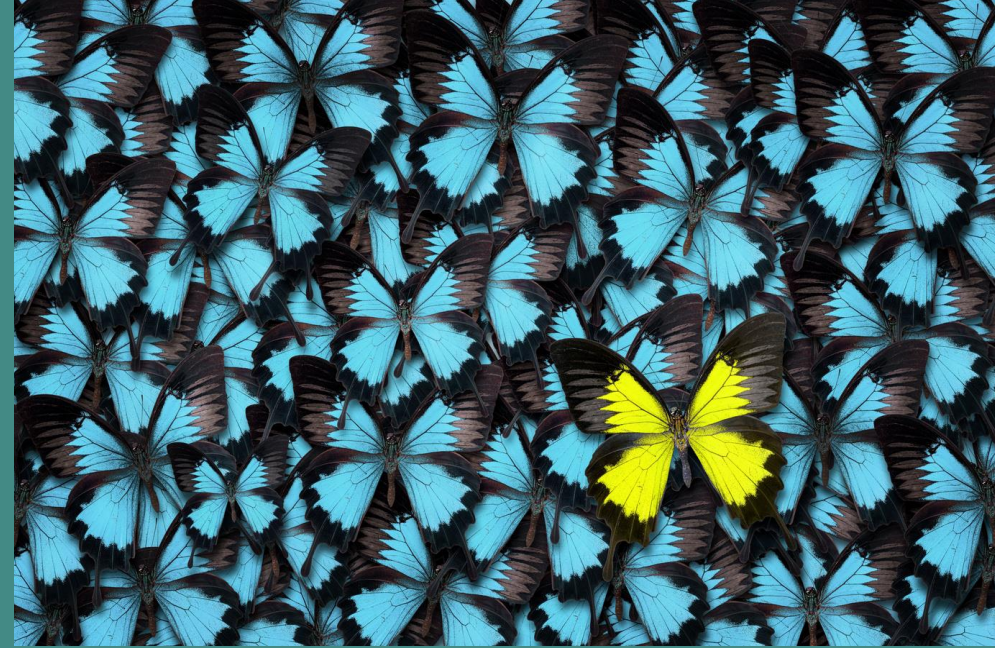
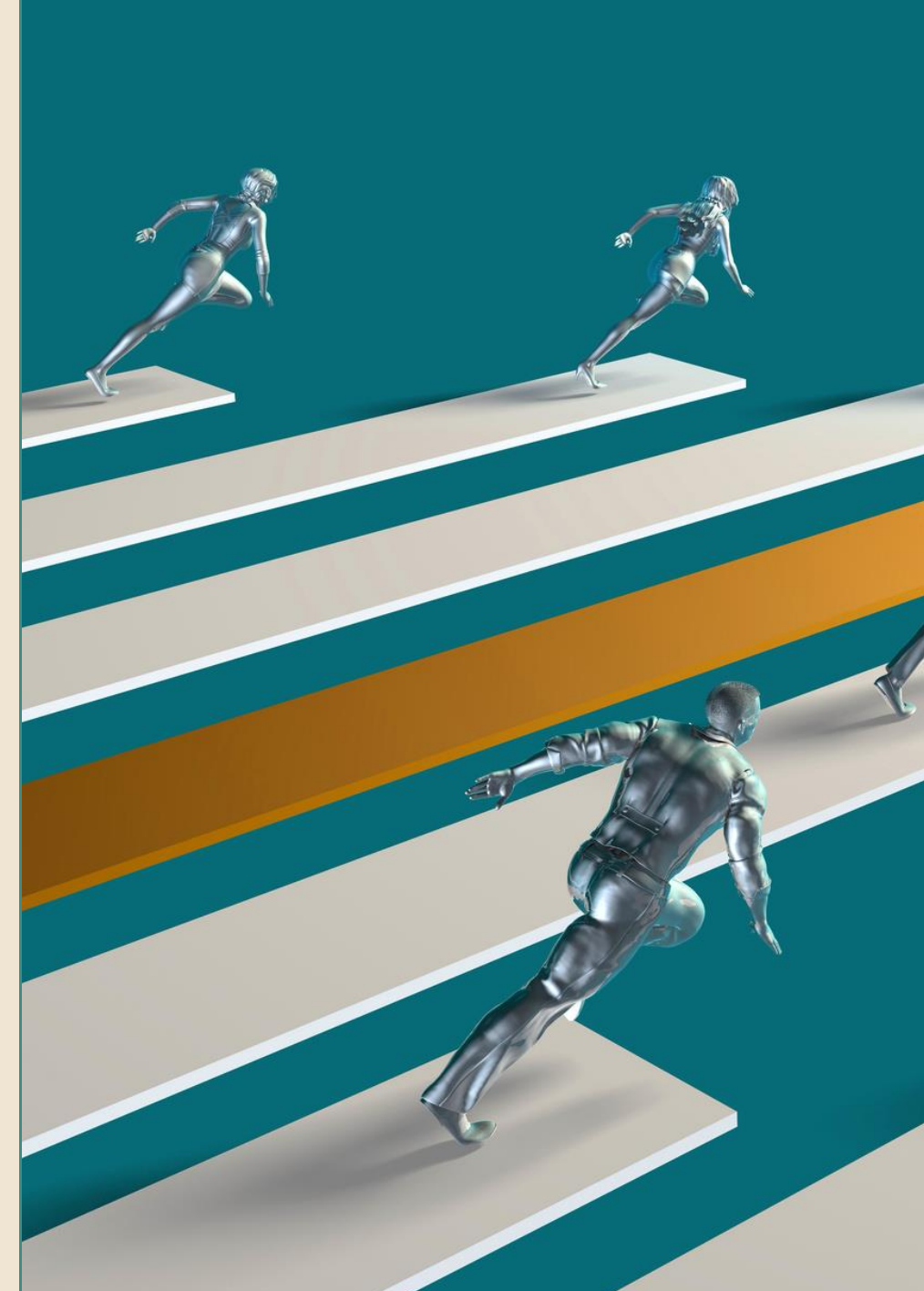
Practical Strategies to Expand Your Reach and Influence

23 May 2024

Stella Chow

Research Services Librarian

The University of Hong Kong Libraries



Agenda

- 01 The Significance of Research Visibility and Impact
- 02 Understanding Research Visibility and Impact
- 03 Tools and Resources for Maximizing Research Visibility and Impact
- 04 Key Takeaways
- 05 Questions and Answers




Research Visibility Quick Check

Prior to beginning...



Visibility Check Utrecht University Library

Visibility Check
Utrecht University Library



The Visibility Check provides you with insight into the extent of your academic outreach. Moreover, it gives advice on how to generate more attention for your academic work and professional career.

Do you see room for improvement? Any tips? [Tell us what you think](#)

☐ [I have read the Privacy Statement](#)

START THE CHECK

Visibility Check
Utrecht University Library

You have completed the check. Below you will find your score.

Planning (75%)

Research profiles (40%)

Academic social networks (50%)

Personal Channels (33%)

Open Access (50%)

The check helps you to gain insight into the extent of your academic visibility. Practical tips and advice can be found on [the to-do list](#).

It could be that you have a specific question you need answered. If so, feel free to request a consultation with our team. Leave your details below and let us know what you need.

CONTACT US

<https://visibilitycheck.library.uu.nl>

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The Significance of Research Visibility and Impact

Visibility: The Key to Unlocking Opportunities



Be known for what you know.

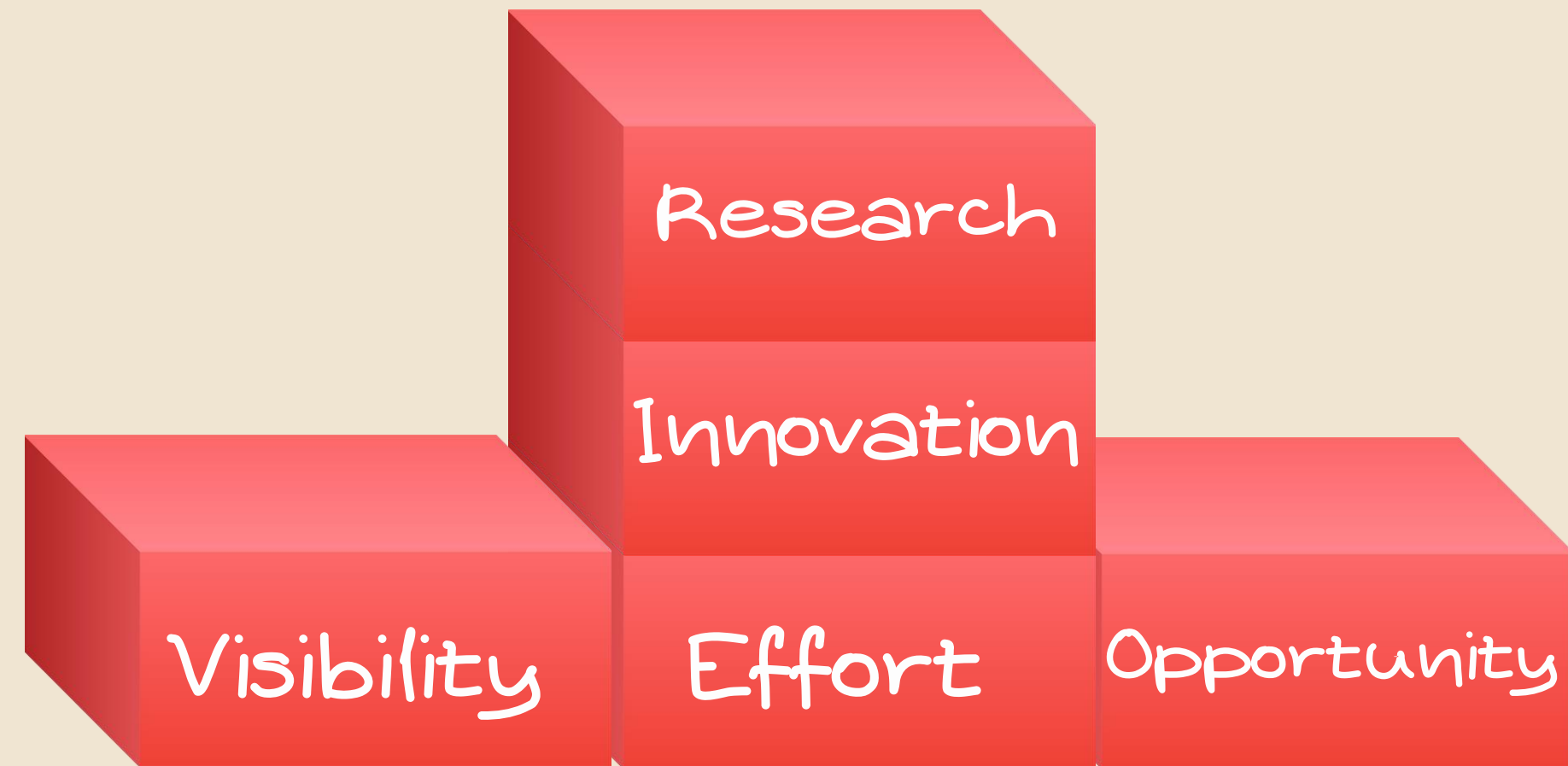
0 × 100 = 0

visibility skills opportunities

ALT

8:39 PM · May 8, 2023 · 24.3K Views

69 Reposts 8 Quotes 385 Likes 33 Bookmarks



0 × 100 = 0

Source: Void. (2023, 08/05/2023). Be known for what you know.
<https://twitter.com/codewithvoid/status/1655552961169313798>

The Significance of Research Visibility and Impact

Navigating the Scholarly Flood: Make Your Research Known and Visible



Scopus is the largest abstract and citation database of peer-reviewed literature: scientific journals, books and conference proceedings.

[All Posts](#) [Research trends reports](#) [Tips & Tricks](#) [Webinars](#)

Scopus Roadmap: What's New in 2022?

Submitted by Rachel McCullough on Thu, 06/30/2022 - 13:38

There are currently **87+ million records** in Scopus from **27.1K serials**, **140K conferences** and **261K books**. Scopus is updated daily with approximately **11,000 new articles per day** indexed.

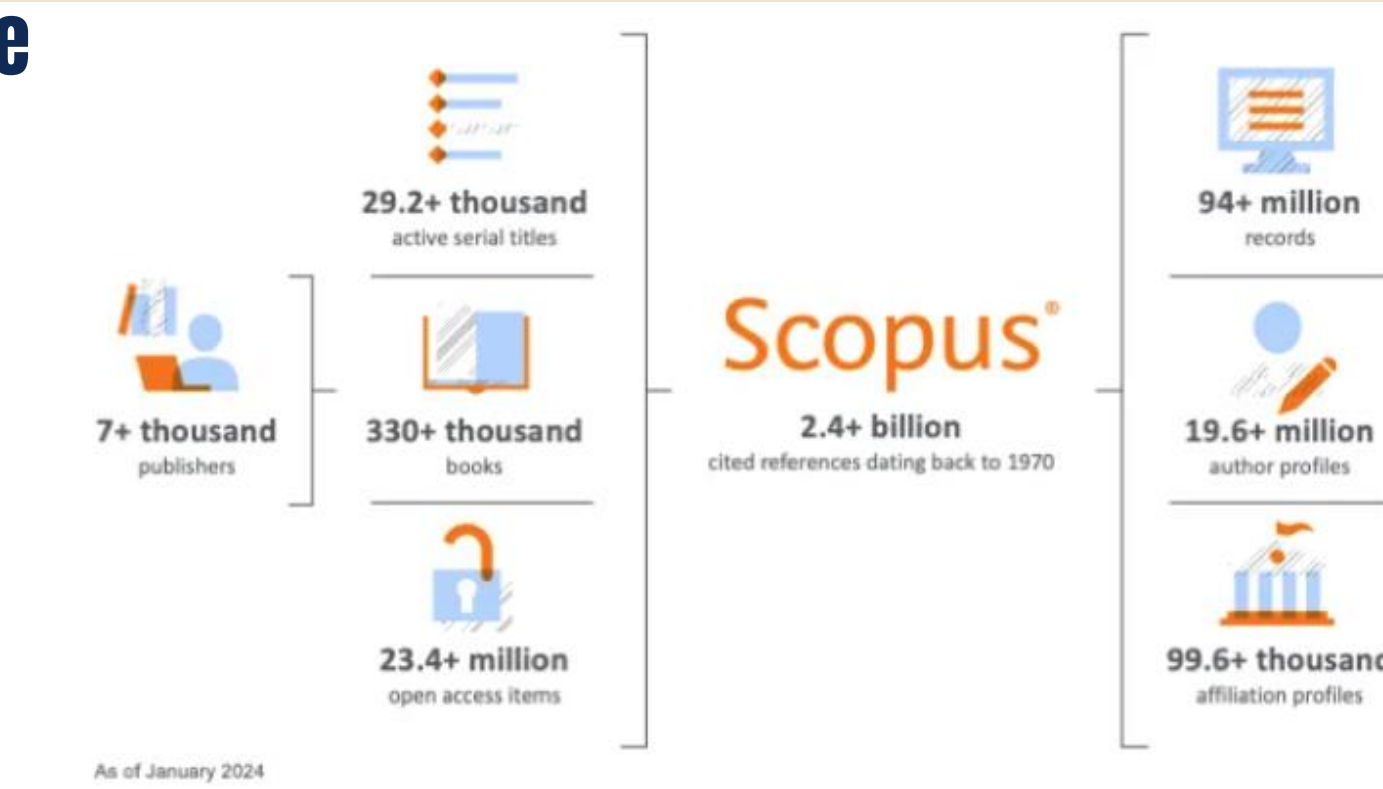
updated daily with approximately 11,000 new articles per day indexed.

In 2021 we added 4,042,234 items (+4.74%).

This included:

- 1198 journals (+4.8%)
- 18K stand-alone book titles (+7%)
- 170K book items (+8%)
- 576K conference papers (+5%)





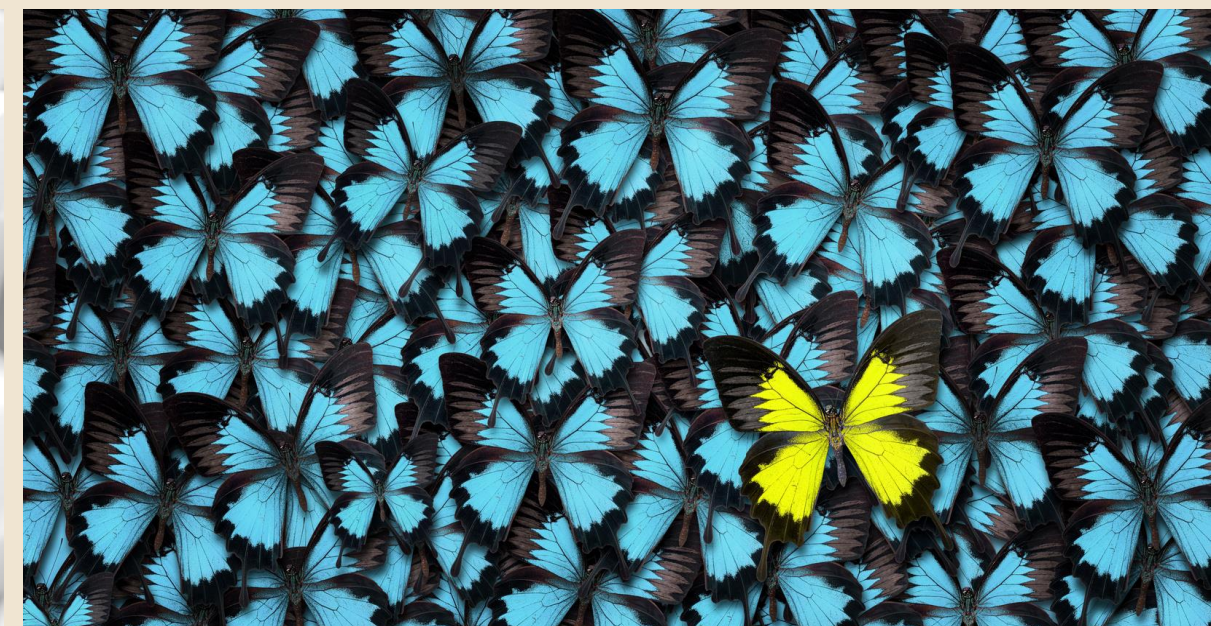
Numbers shown are rounded and current as of December 2023. Scopus is updated daily.

Navigating the Scholarly Flood: Make Your Research Known and Visible

- Stand Out in the Crowd



- Ensure valuable insights don't get lost in the deluge



The Significance of Research Visibility and Impact

SHIFTING EMPHASIS

FROM:

PUBLISH
OR
PERISH



TO:

VISIBLE
OR
VANISH



The Significance of Research Visibility and Impact

More ...

Recognition

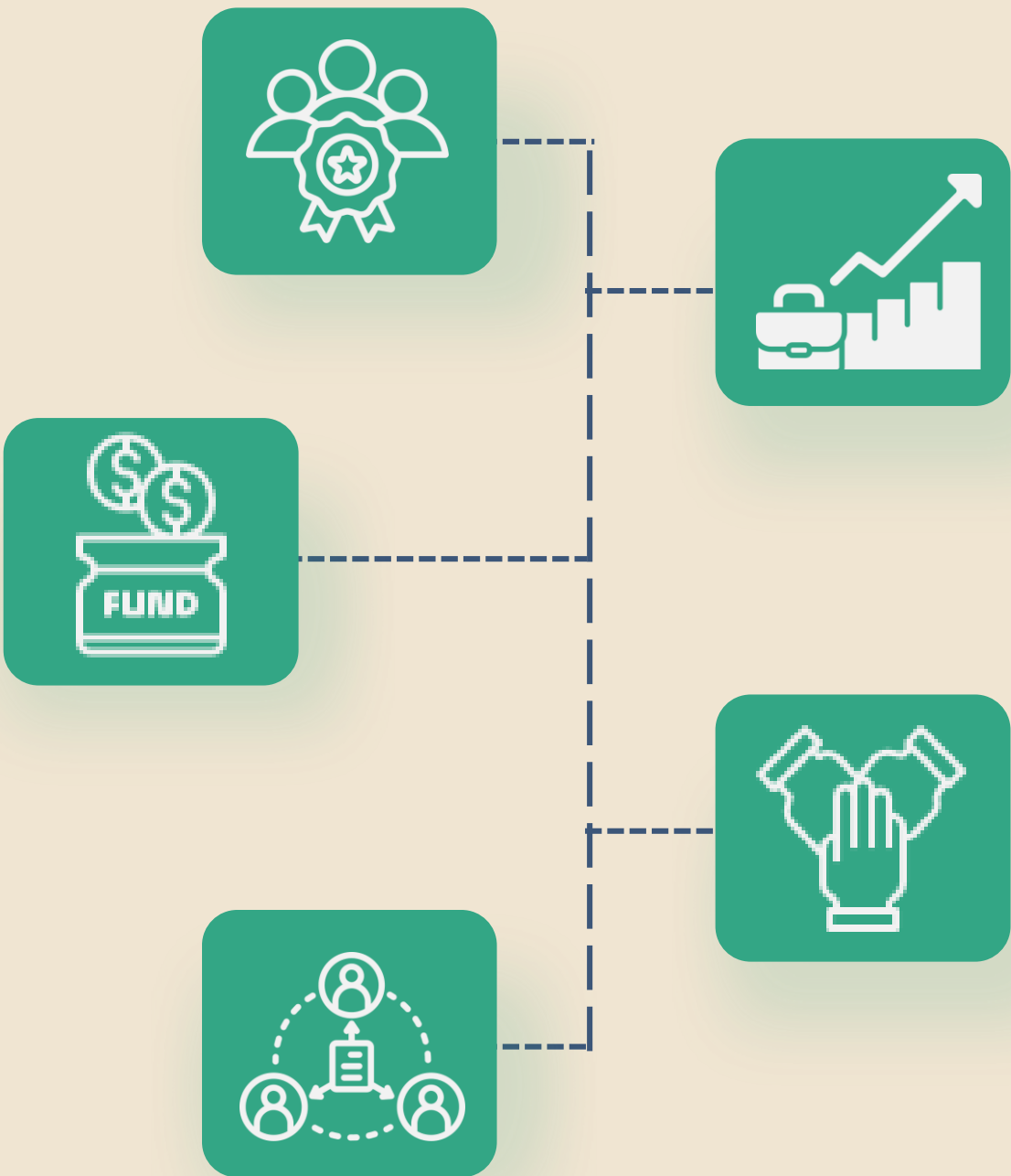
Researchers seek recognition and appreciation from their peers, funders, and the broader community. Increased visibility and impact of their research can enhance recognition and acknowledgment.

Funding opportunities

Funding is crucial for researchers to support their research activities. Research visibility and impact can aid in attracting funding opportunities from government agencies, foundations, and other organizations.

Knowledge dissemination

Researchers aim to have their research read, cited, and utilized by others. Research visibility and impact can aid in disseminating research knowledge, leading to new insights, discoveries, and solutions.



Career advancement

Research visibility and impact play a crucial role in advancing one's career in academia. A strong track record of research output and impact is instrumental in securing tenure, promotions, and prestigious awards.

Collaboration

Collaboration is vital for research progress. High research visibility and impact can attract potential collaborators, leading to new research opportunities and collaborations.

Agenda

01 The Significance of Research
Visibility and Impact

02 Understanding Research
Visibility and Impact

03 Tools and Resources for Maximizing
Research Visibility and Impact

04 Key Takeaways

05 Questions and Answers

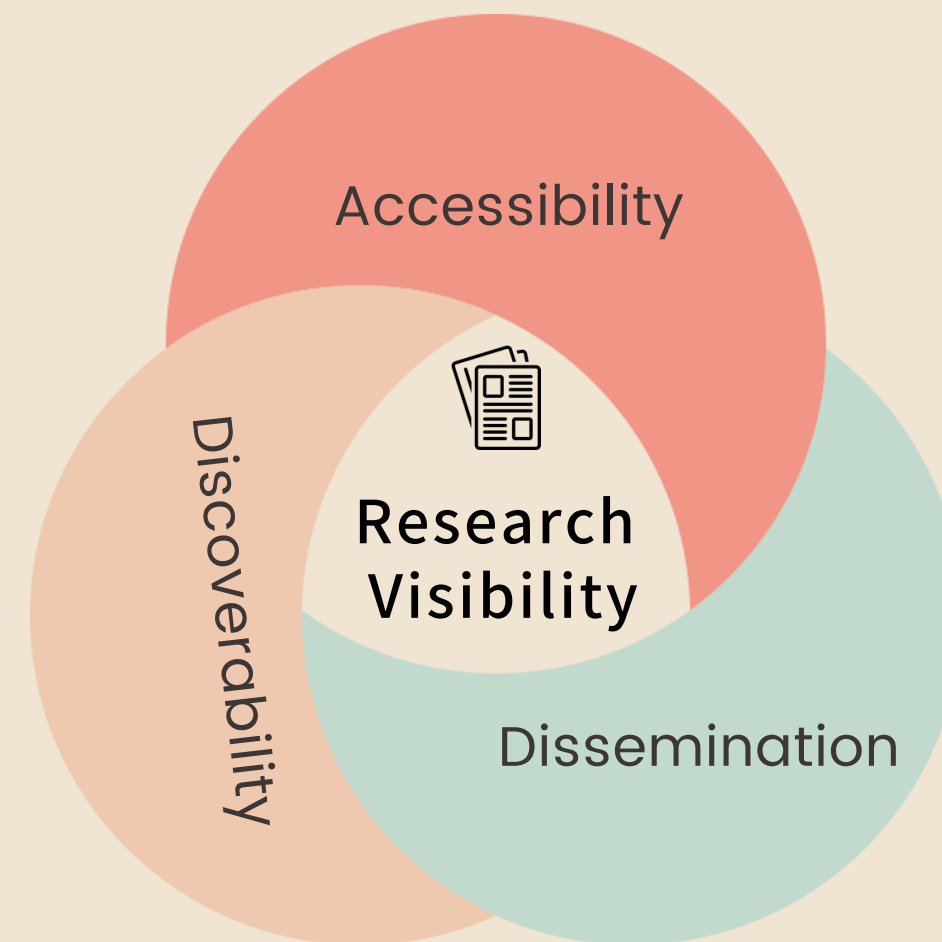




Understanding Research Visibility and Impact

Research Visibility

- Research visibility refers to the extent to which a researcher's work is accessible and noticeable within the scientific community and beyond.
- It encompasses the relevance and usefulness of the research, as well as the strategies employed to promote and disseminate findings to increase academic influence, such as views and citations.
- The goal is often to enhance the profile of the research for various reasons, including attracting collaboration opportunities and highlighting the societal impact of the study.



Source: Majhi, Sabitri, Lili Sahu, and Kabita Behera. "Practices for Enhancing Research Visibility, Citations and Impact: Review of Literature." *Aslib journal of information management* 75.6 (2023): 1280–1305.

Research Impact

University College Dublin defines two types of research impact:

Academic Impact

The demonstrable contribution that excellent research makes to academic advances, across and within disciplines, including significant advances in understanding, method, theory and application.



Societal and economic impact

The demonstrable contribution that excellent research makes to society and the economy, of benefit to individuals, organisations and nations.

ACADEMIC IMPACT	<div>ACADEMIC</div> <div>Contribution to advances across and within disciplines, including significant advances in understanding, method, theory and application.</div>	<div>CULTURAL</div> <div>Contribution to people's understanding of ideas and reality, values and beliefs.</div>	<div>ECONOMIC</div> <div>Contribution to a company's revenues and profits (micro level), and economic returns through increased productivity or economic growth (macro level).</div>	SOCIETAL AND ECONOMIC IMPACT
	<div>EDUCATIONAL</div> <div>Contribution to education, training and capacity-building, including through curricula, educational tools, and qualifications.</div>	<div>ENVIRONMENTAL</div> <div>Contribution to managing the environment, such as protecting natural resources, reducing environmental pollution, improving weather forecasting, and tackling the climate crisis.</div>	<div>HEALTH</div> <div>Contribution to public health, life expectancy, health-related quality of life, prevention of illness, and reduced health inequality.</div>	
	<div>POLITICAL</div> <div>Contribution to how policymakers act, to how policies are constructed, and to political stability.</div>	<div>SOCIAL</div> <div>Contribution to community welfare and quality of life, and to behaviours, practices, and activities of people and groups.</div>	<div>TECHNOLOGICAL</div> <div>Contribution to the creation or improvement of products, processes and services.</div>	

How Research Impact can be measured? Quantitative Measures

The impact of research can be **quantitatively** measured using various types of research metrics



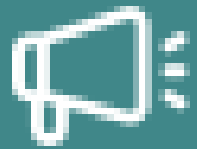
Article Impact

- Measures the impact of a research article by tracking the number of times it has been cited by other publications
- E.g., Citation counts, Field-Weight Citation Impact (FWCI)



Journal Impact

- Measures the average number of publications within a journal and the subsequent citations these articles receive.
- Serves as a tool for identifying top journals within a specific field and can influence researchers' decisions on where to publish their work.
- E.g., Journal impact Factor (JIF), SCImago Journal Rank



Author Impact

- Measure the quantity of their published works and the frequency with which these publications are cited by their peers.
- It reflects the productivity and citation impact of their scholarly outputs.
- Citation databases such as Web of Science and Scopus, as well as platforms like Google Scholar, offer metrics for authors.
- E.g., citation counts, h-index, i10-index.



Altmetrics

- Capture and measure online sharing, mentions, views, and downloads of scholarly works on social media platforms like Twitter, Facebook, Google+, blog posts, and social bookmarks, among others.
- Unlike citation metrics, altmetrics are considered a means of measuring the immediate impact of a work, particularly before citation-based metrics become available in citation databases.

How Research Impact can be measured? Qualitative Measures

- Qualitative measures of research impact encompass the tangible results of a researcher's work, such as influencing policy development, shaping legislation, or changing behavior.
- It can also be measured qualitatively by its influence on social and cultural aspects and through recognized esteem measures: Australian Research Council (ARC) Research Impact Principles and Framework

Research Impact Pathway				
Inputs	Activities	Outputs	Outcomes	Benefits
<ul style="list-style-type: none">• Research income• Staff• Background IP• Infrastructure• Collections	<ul style="list-style-type: none">• Research Work and Training• Workshop/Conference Organising• Facility Use• Membership of Learned Societies and Academies• Community and Stakeholder Engagement	<ul style="list-style-type: none">• Publications including E-Publications• Additions to National Collections• New IP: Patents and Inventions• Policy Briefings• Media	<ul style="list-style-type: none">• Commercial Products, Licences and Revenue• New Companies – Spin offs, Start Ups or Joint Ventures• Job Creation• Implementation of Programs and Policy• Citations• Integration into Policy	<ul style="list-style-type: none">• Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services• Higher Quality Workforce• Job Creation• Risk Reduction in Decision Making

Understanding Research Visibility and Impact

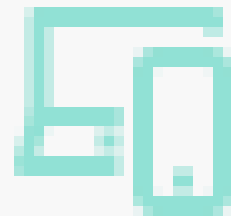
“Not everything that can be counted counts. Not everything that counts can be counted.” -- William Bruce Cameron

Recommended Practice for Responsible Use of Research Metrics

01

Use quantitative & qualitative methods

Use both quantitative methods, such as metrics, and qualitative methods, such as expert assessment, to evaluate research



02

Assess research impact holistically

To assess research impact holistically, use a variety of metrics from multiple databases that go beyond publications and include datasets, software, and other factors.



03

Exercise caution when using metrics

Be cautious when interpreting citation counts and metrics, for example, high numbers may not always indicate support from citing documents.



04

Use normalized metrics

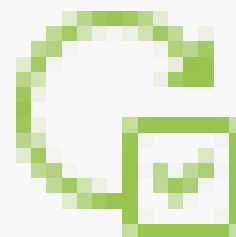
Use normalized metrics for a fair comparison that offsets variations and biases due to publication type, field of study, career stage, etc.



05

Stay updated

Keep up with evolving research assessment trends and regularly review and update indicators to align with shifting research missions and goals.



[The Leiden Manifesto for Research Metrics](http://www.leidenmanifesto.org/)

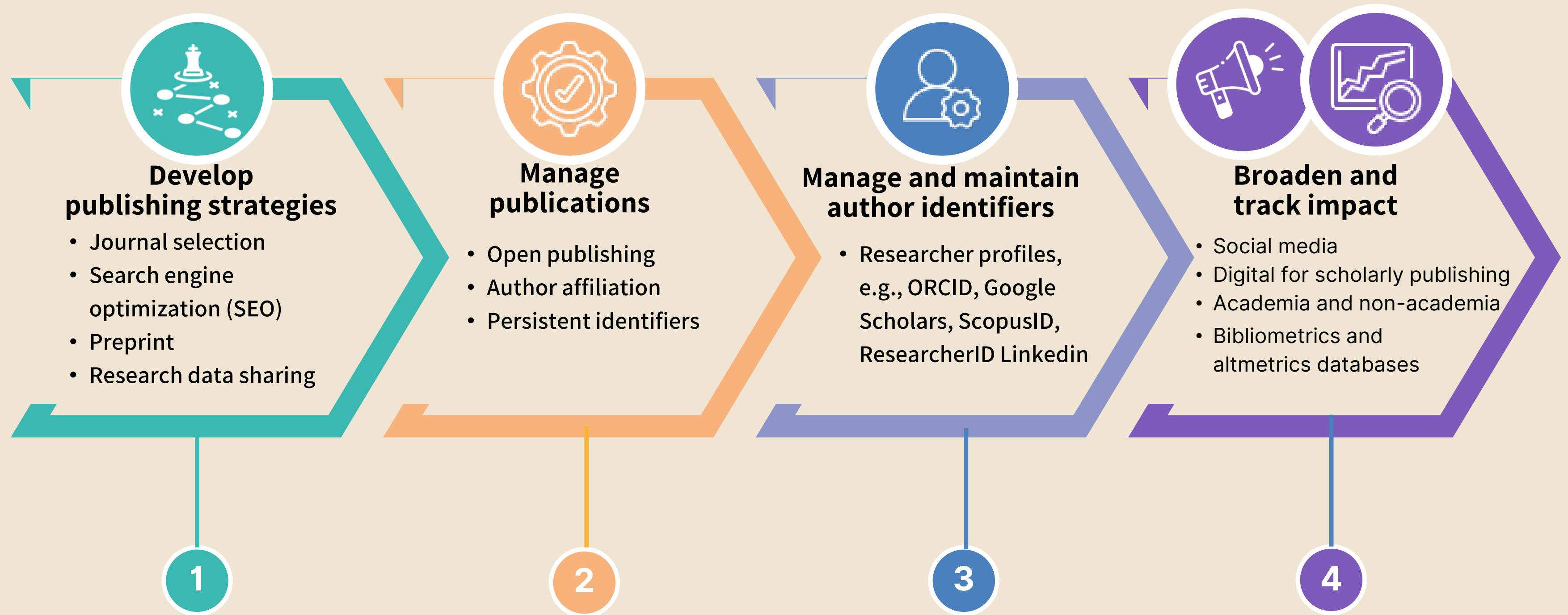
Sources: Leiden Manifesto for Research Metrics.
<http://www.leidenmanifesto.org/>

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Maximizing Research Visibility and Impact Strategies



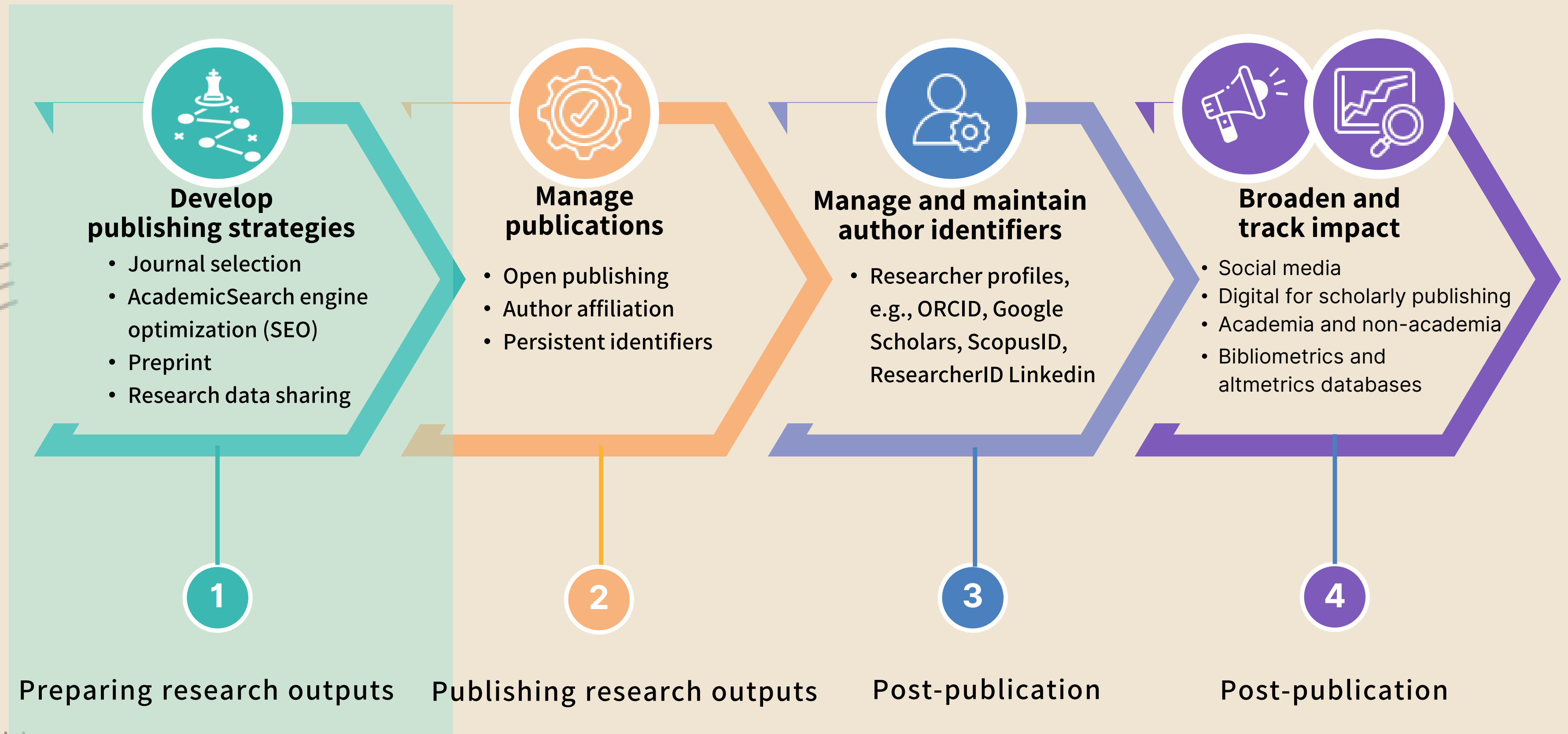
Preparing research outputs

Publishing research outputs

Post-publication

Post-publication

Maximizing Research Visibility and Impact Strategies



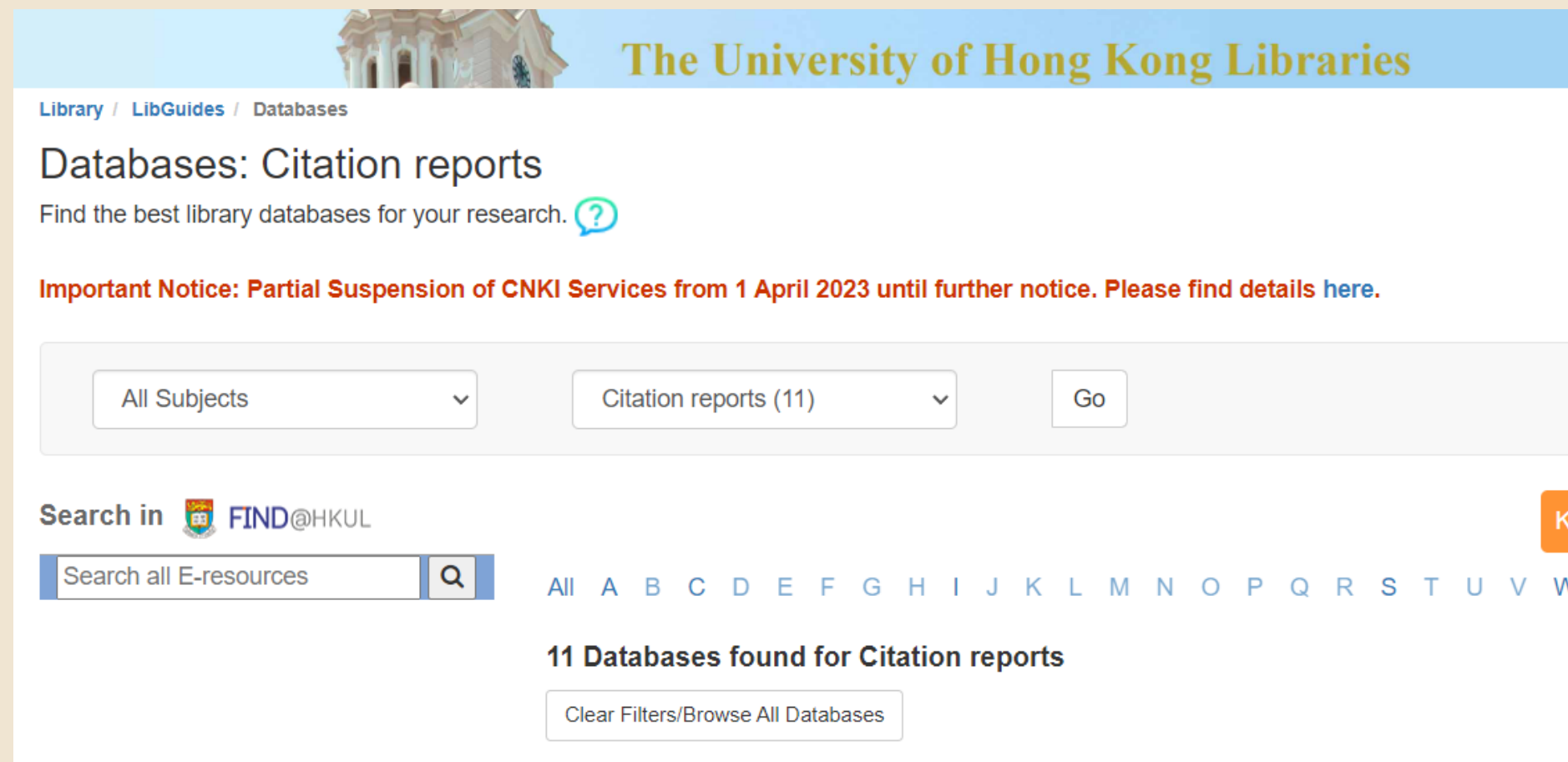


Preparing research outputs: Develop publishing strategies

Journal selection

Before choosing a journal for publishing, consider the following factors:

- Scopes
- Audience
- Peer review process
- Acceptance rate
- Editor and editorial board
- Impact and ranking (you may refer to [Bibliometrics & Research Impact databases](#))



Resources and databases can be used for searching high-impact journals:

- [InCites Journal citation reports](#)
- [Scopus](#)
- [Ulrichsweb \(Ulrich's periodicals directory\)](#)

For more details visit online guide: [Research Metrics@HKUL](#)



Preparing research outputs: Develop publishing strategies

Academic Search Engine Optimization (ASEO)

- Academic Search Engine Optimization (ASEO) is a strategy to enhance the discoverability and search rankings of your paper across various search engines like Google, Google Scholar, PubMed, and IEEE Xplore.
- By optimizing search results, you can increase readership and reach a wider audience.
- Search engines analyze keywords, metadata, and other content in your research paper using specific algorithms to generate search results.

Title

- Keep the title concise.
- Include the most relevant keywords or phrases in the main title rather than the subtitle.
- Place the most important terms at the beginning of the title.
- Avoid special characters.
- Avoid abbreviations unless they are well-known.
- Avoid overstating your results.





Preparing research outputs: Develop publishing strategies

Academic Search Engine Optimization (ASEO)

Keyword

- Utilize a thesaurus, such as discipline-specific thesauri like Medical Subject Headings (MeSH) and Embase Subject Headings (Emtree), as well as Google's keyword tools like [Google Trends](https://trends.google.com/trends/), to find appropriate keywords.
- Consider using alternate broader or narrower terms. If a narrower term is used in the title, include the broader term as a keyword.
- Provide additional information that is not obvious from the title.
- Use specific, meaningful, and unmistakable terms. - Prefer the singular form of the keyword.
- Include three to seven keywords per article.

Keyword optimization for scholarly publications

01

Use thesauri

MeSH, Emtree or other field specific thesauri can help you choose a keyword

02

Narrow vs. broad terms

Alternate between specific terms and broader terms that make it easier to identify the topic

03

Use the singular form

When choosing a keyword use its singular and not declined form

04

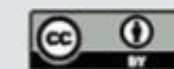
Perspective of a searcher

Would you search with this keyword yourself?

05

Indicative terms

Give information about the content, not the result



Schilhan, Kaier, Lackner

graphic designed by pikisupr



Preparing research outputs: Develop publishing strategies

Academic Search Engine Optimization (ASEO)

Abstract

- Begin the abstract with the most important terms mentioned in the article.
- Write in an informative manner, incorporating the study design, results, and relevant terms.
- Strive for clarity, precision, and conciseness in your writing.
- Avoid using abbreviations unless they are widely recognized.
- Utilize synonyms to enhance the chances of your work being discovered through various search terms.
- Repeat keywords strategically throughout the abstract.

Abstract optimization for scholarly publications

01

Short sentences

Write in a clear, precise and succinct fashion.
Don't use overly flamboyant language.

02

Important terms up front

Position the most important words at the beginning of your abstract.

03

Use synonyms

Improve your chances of being found using different terms.

04

Write informative

State your claims, methodology and results.

05

Repeat keywords

Repetition is a way to increase ranking and show the focus of the article.



Schilhan, Kaier, Lackner

graphic designed by pikisuperstar

Resources and tools for Maximizing Research Visibility and Impact



Preparing research outputs: Develop publishing strategies

Preprint

- A preprint, also known as the Author's Original Manuscript (AOM), is the version of an article that precedes formal peer review.

Speed

Enables other researchers to see the research more quickly



Feedback

Allows other researchers to offer feedback which may help to improve the article

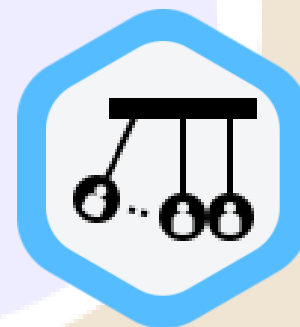


Benifits



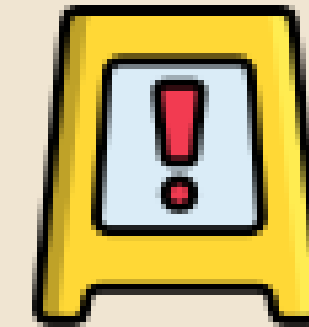
Credit

Preprint servers assign a DOI to preprints to establish research records and primacy for discoveries.



Research impact

be publicly available for other researchers to cite and build upon more quickly.



- Preprint suitability: Consider if sharing results pre-peer review is appropriate. Avoid:
 - Medical research with personal data.
 - Studies impacting public health.
 - Sensitive research with dual-use concerns.
- Co-author agreement is mandatory for preprints.
- Check journal policies on preprints; they can be supportive, conditional, or restrictive.
- Details: Preprints online guide:
<https://libguides.lib.hku.hk/preprint>

Resources and tools for Maximizing Research Visibility and Impact



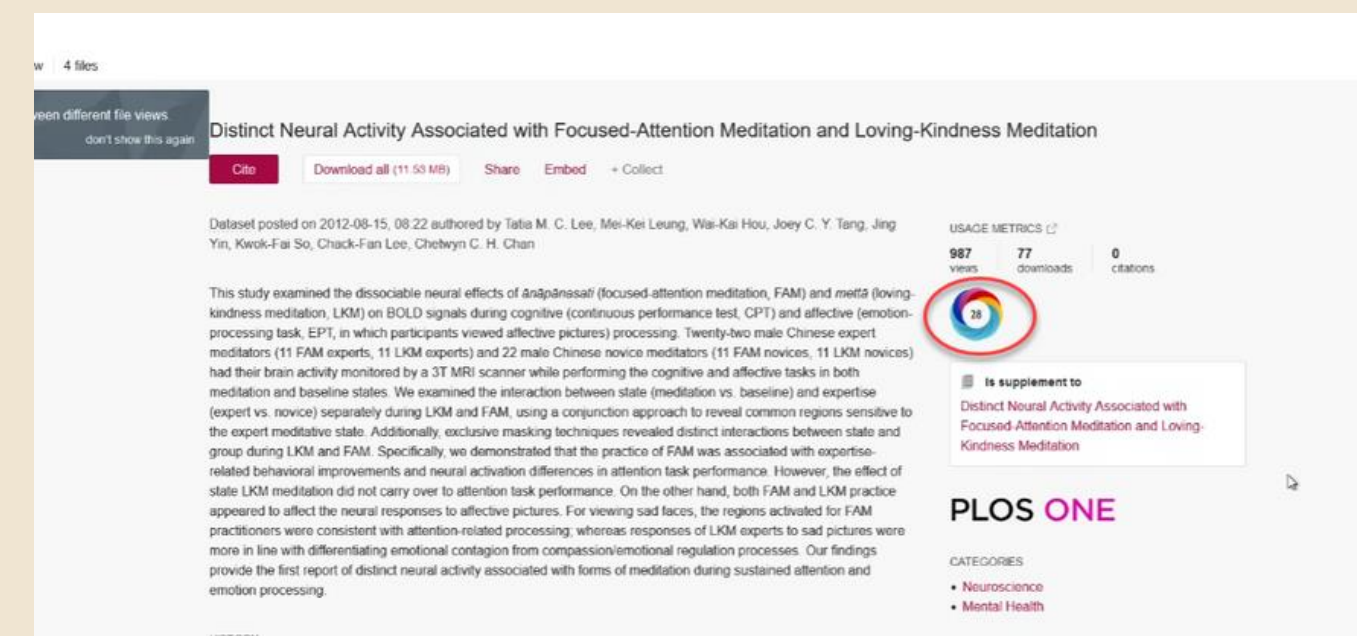
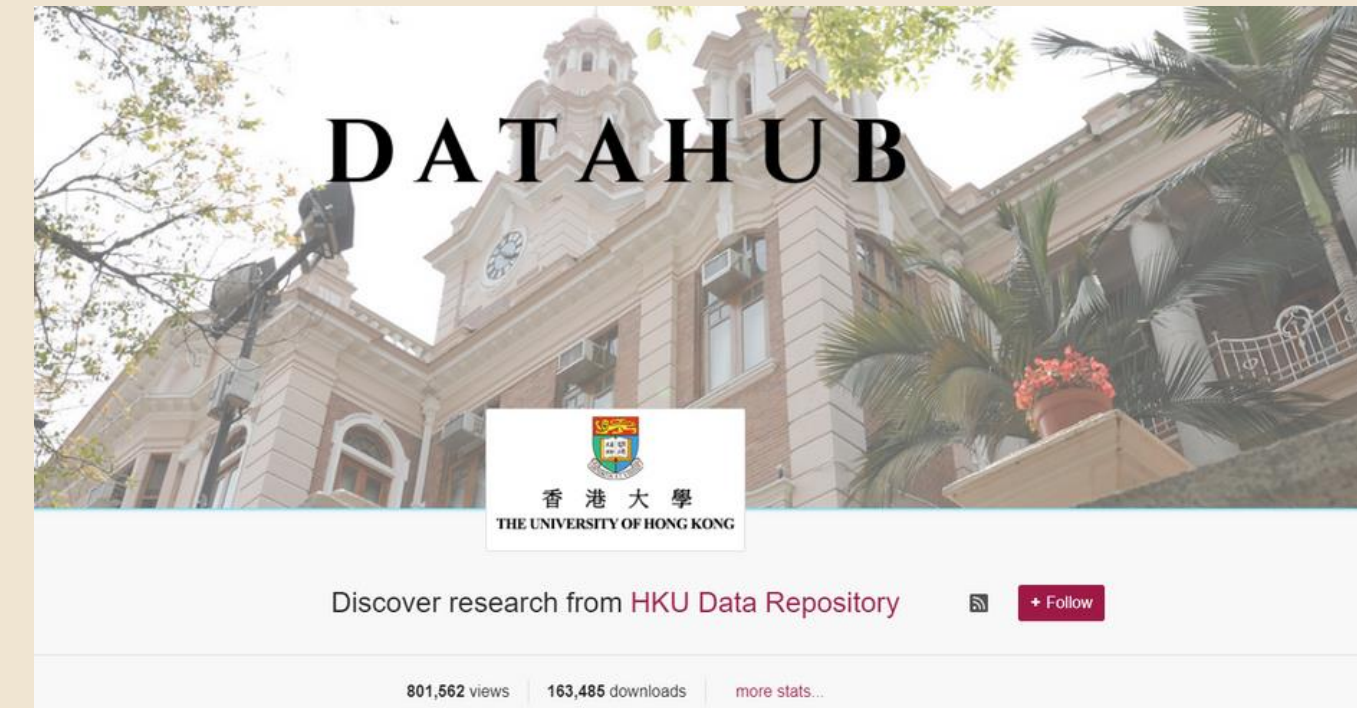
Preparing research outputs: Develop publishing strategies

Research Data Sharing

- Research has shown that sharing research data is positively associated with increased citations.
- The HKU Libraries provides an institutional data repository called HKU DataHub. This platform is available to researchers and research postgraduate students for publishing research data.
- HKU DataHub is a cloud-based platform that offers global access. It allows users to share, store, cite, and discover various research materials.
- Materials uploaded to DataHub are indexed in Google Scholar and Google Dataset Search, increasing the discoverability of your data.
- The Data Repository generates DOIs for the deposited items and provides altmetric information for the records.

- References:

- Colavizza, G., Hrynaskiewicz, I., Staden, I., Whitaker, K., & McGillivray, B. (2020). The citation advantage of linking publications to research data. PLoS ONE, 15(4), e0230416. <https://doi.org/10.1371/journal.pone.0230416>
- Piwowar, H. A., Day, R. S., & Fridsma, D. B. (2007). Sharing Detailed Research Data Is Associated with Increased Citation Rate. PLoS ONE, 2(3), e308. <https://doi.org/10.1371/journal.pone.0000308>



Maximizing Research Visibility and Impact Strategies



Develop publishing strategies

- Journal selection
- Academic Search engine optimization (ASEO)
- Preprint
- Research data sharing

1

Preparing research outputs



Manage publications

- Open publishing
- Author affiliation
- Persistent identifiers

2

Publishing research outputs



Manage and maintain author identifiers

- Researcher profiles, e.g., ORCID, Google Scholars, ScopusID, ResearcherID LinkedIn

3

Post-publication



Broaden and track impact

- Social media
- Digital for scholarly publishing
- Academia and non-academia
- Bibliometrics and altmetrics databases

4

Post-publication



Publishing research outputs: Manage publications

Opening publishing

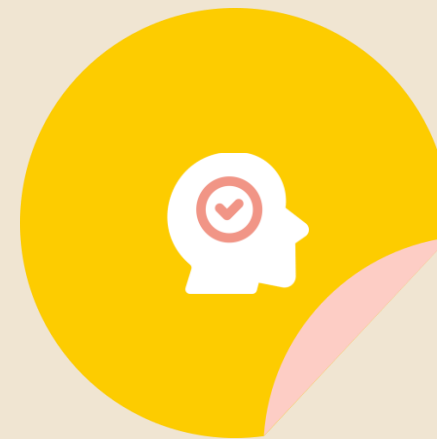
- Open access (OA) refers to the practice of making research publications freely accessible, enabling anyone to read and utilize the research.
- In addition to providing free access to research articles, open access extends to the reusability of research. This includes making research data and books openly available to the public.
- Open access is a component of a broader "open" movement that promotes the free exchange of knowledge and resources. Its aim is to expand access to information, foster creativity, and encourage collaboration.

Types of open access publications



Green OA

Deposit a version of their article on their personal web page or a repository



Gold OA

Authors can pay article processing charges (APCs) to make the published version of their article immediately and freely accessible.



Diamond OA

Make the published immediately freely accessible without paying a charge

Resources and tools for Maximizing Research Visibility and Impact



Publishing research outputs: Manage publications

Opening publishing

OA Benefits (include but not limited to)



Shorten review and publication time

OA journals tend to have shorter review and publication times.

Increase Citation counts

Research has shown that OA articles may receive 18% more citations than average

Increased diversity

Open access is associated with increased diversity in citations, including institutions, countries, and research fields.

Björk, B.-C., & Solomon, D. (2013). The publishing delay in scholarly peer-reviewed journals. *Journal of Informetrics*, 7(4), 914-923. <https://doi.org/10.1016/j.joi.2013.09.001>

• Huang, C.-K., Neylon, C., Montgomery, L., Hosking, R., Diprose, J. P., Handcock, R. N., & Wilson, K. (2024). Open access research outputs receive more diverse citations. *Scientometrics*. <https://doi.org/10.1007/s11192-023-04894-0>

• Piwowar, H., Priem, J., Larivière, V., Alperin, J. P., Matthias, L., Norlander, B., Farley, A., West, J., & Haustein, S. (2018). The state of OA: a large-scale analysis of the prevalence and impact of Open Access articles. *PeerJ*, 6, e4375.



Opening publishing



Transformative Agreement

- To publish articles in Open Access, authors may be required to pay an Article Processing Charge (APC). However, the Libraries at HKU have signed agreements with various publishers to provide full APC waivers for HKU authors.
- You can find the list of these publishers at <https://libguides.lib.hku.hk/openaccess/ta>.



APC Discounts

- To promote open access, certain publishers are providing discounts on Article Processing Charges (APCs) for authors affiliated with HKU.
- Details: <https://libguides.lib.hku.hk/openaccess/apc>



Publishing research outputs: Manage publications

Author affiliation

Improperly indicating your affiliation can hinder indexing databases from attributing your work to you, potentially leading to negative impacts on citation linking and counting.



Include the full name of your university

Department of Electrical and Electronic Engineering, The University of Hong Kong



Do not use abbreviations when indicating your university affiliation

Dept. of EEE., HKU, Pokfulam, HK



When including your address, include the university's name

Department of Electrical and Electronic Engineering, The University of Hong Kong, Pokfulam, Hong Kong



Do not omit the name of your university when including your address

School of Nursing, Pokfulam, Hong Kong



Clearly label each affiliation separately if you have multiple affiliations, listing your primary affiliation first. aAuthor XYZ ab

- a. Department of Social Work and Social Administration, The University of Hong Kong, Pokfulam, Hong Kong
- b. Sau Po Center on Aging, The Hong Kong Jockey Club Building for Interdisciplinary Research, The University of Hong Kong, 5 Sassoon Road, Pokfulam, Hong Kong



Do not include multiple units in a single affiliation statement

Department of Social Work and Social Administration; Sau Po Center on Aging, HKU, Hong Kong

Resources and tools for Maximizing Research Visibility and Impact



Publishing research outputs: Manage publications

Persistent identifiers (PID)

What is persistent identifiers (PID)

- Unique and long-lasting digital references.
- Assigned to objects, contributors, or organizations.
- Typically consists of alphanumeric strings.
- Purpose: distinguish and locate different entities.
- Examples: ISBN numbers for books; DOIs for journal articles.

Advantages of using PIDs

Enhance discovery and enable reuse

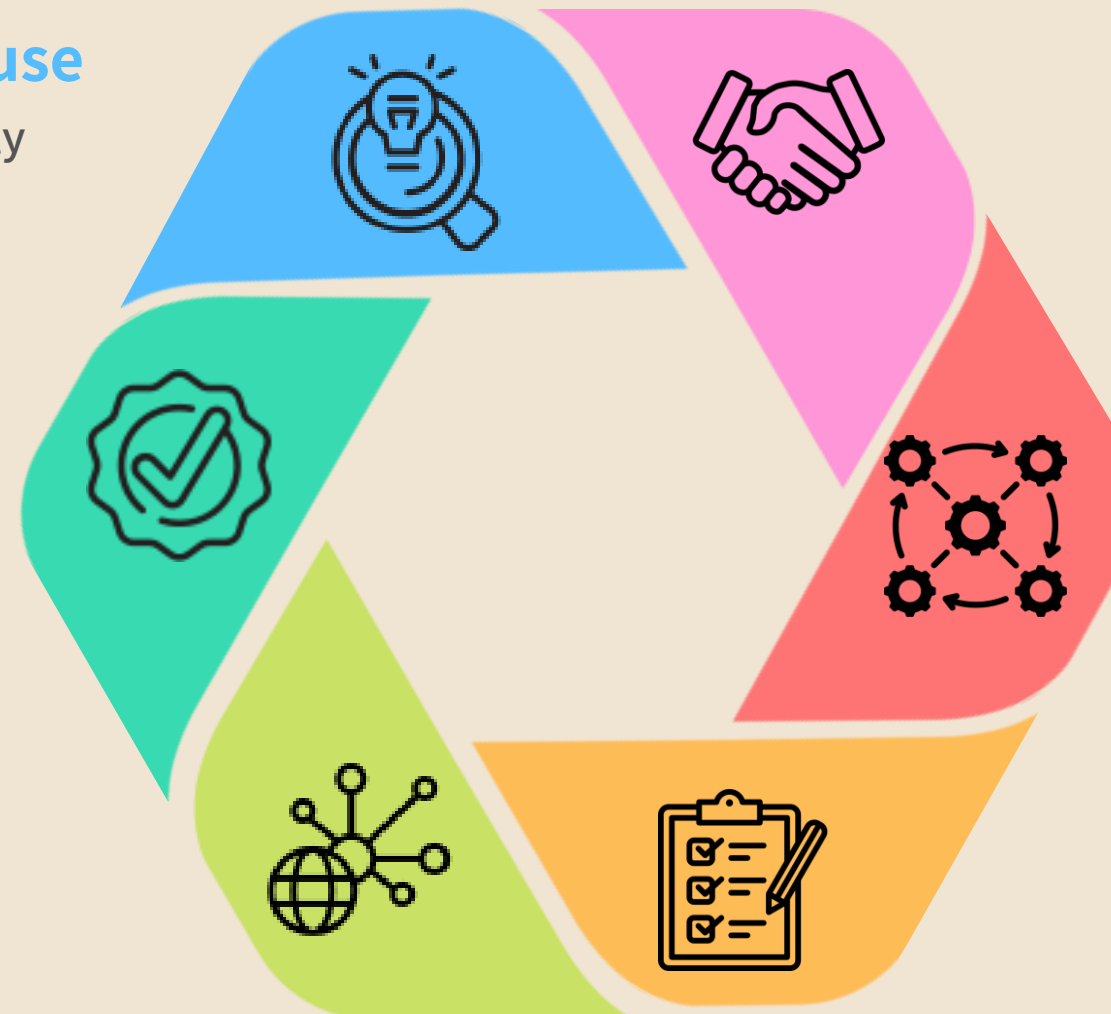
Enhance discovery and enable reuse by uniquely identifying and promoting broader dissemination

Ensure proper credit

Ensure proper credit by facilitating citation and distinguishing contributors

Improve access

Improve access through persistent, resolvable links and descriptive metadata



Enhance trust

Enhance trust by providing transparent metadata, verifying entities, and preserving provenance

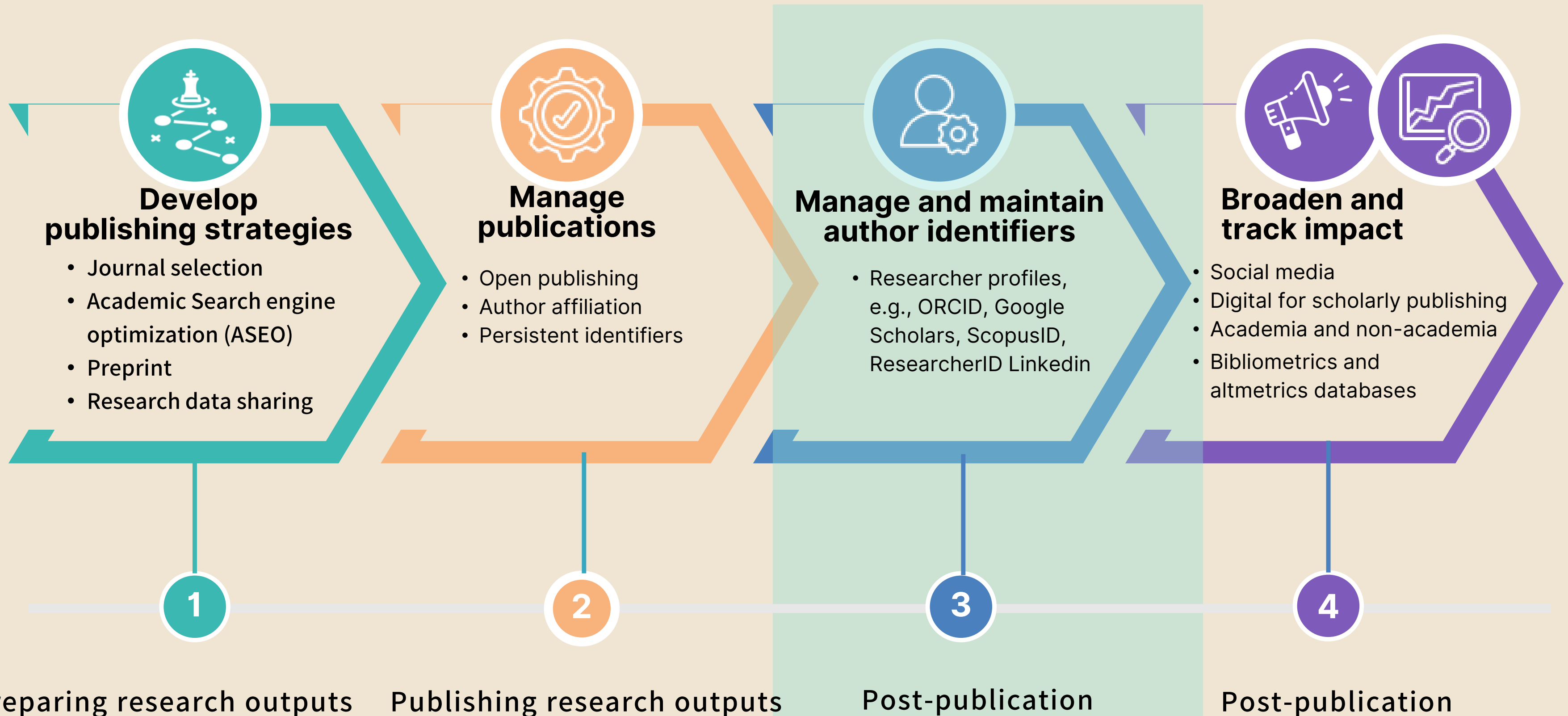
Promote interoperability

Promote interoperability through resolvable links and robust metadata

Facilitate impact assessment and evaluation

Facilitate impact assessment and evaluation by linking PIDs within associated metadata

Maximizing Research Visibility and Impact Strategies

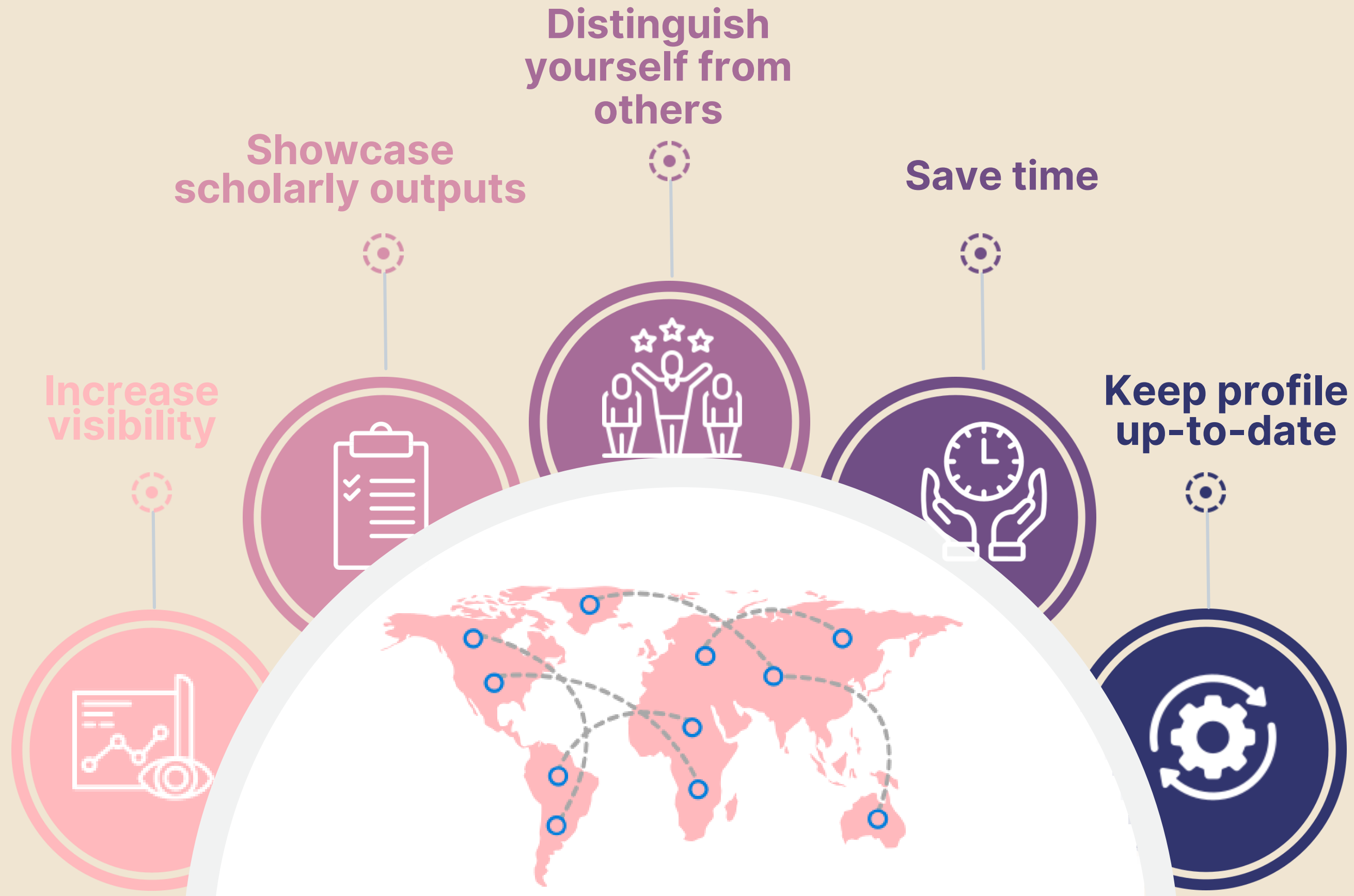


Resources and tools for Maximizing Research Visibility and Impact

Post-publication: Manage and maintain author identifiers



Researcher profiles



Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers



- ORCID (Open Researcher and Contributor ID) is a persistent unique identifier that follows an individual throughout their career.
- Creating an ORCID account requires registration.
- It is composed of a group of 16-digit numbers (e.g. 0000-0003-2164-3964) that could distinguish you from other researchers.
- ORCID records hold information including name, email, organization, and research outputs such as publication, grants, patents and other scholarly works, connecting your contributions across disciplines and countries to you.

Why using ORCID?
(include but not limited to)



How to build
your ORCID
profile?



How to create
an ORCID
account?

Visit ORCID@HKUL online guide

Resources and tools for Maximizing Research Visibility and Impact

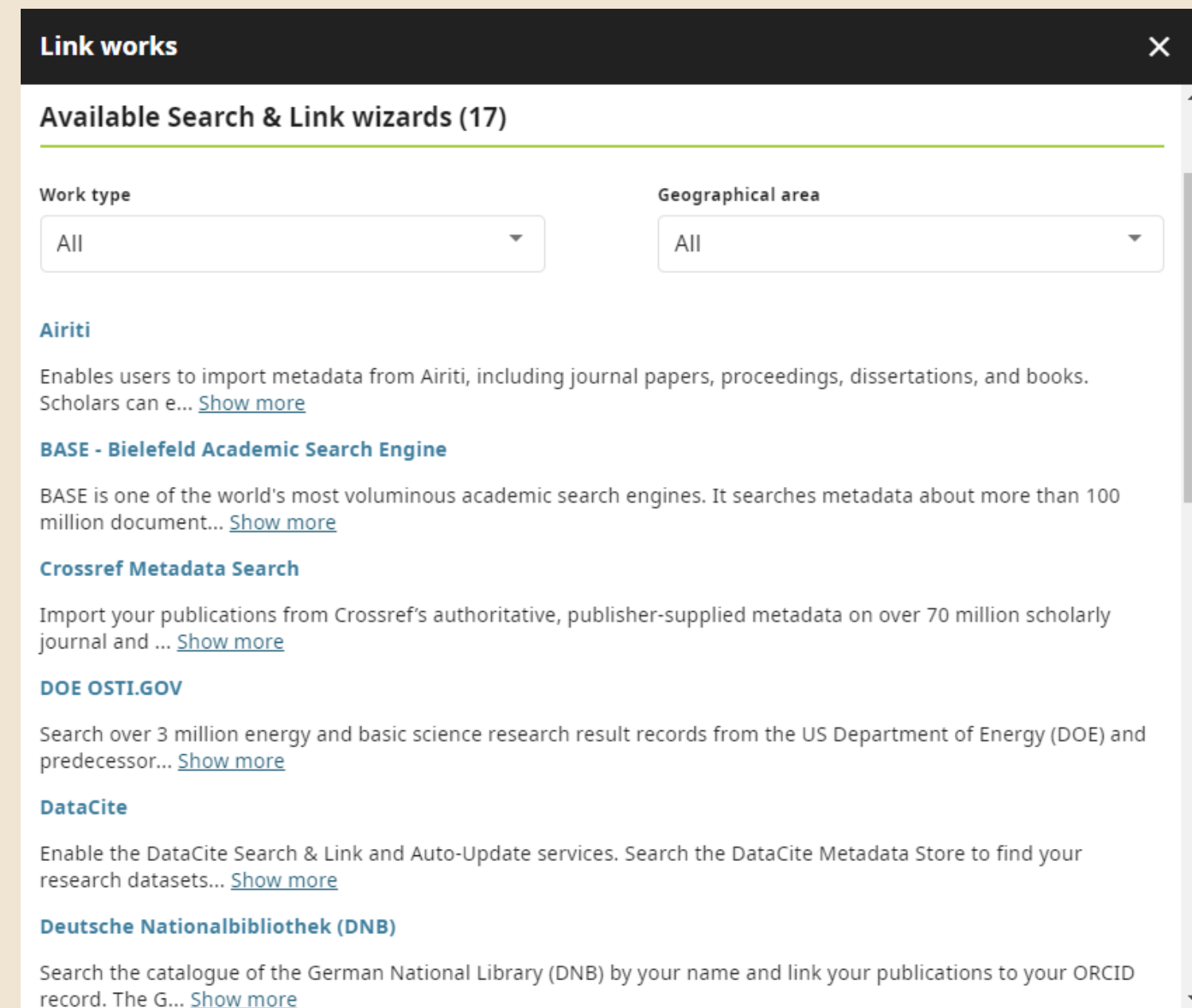
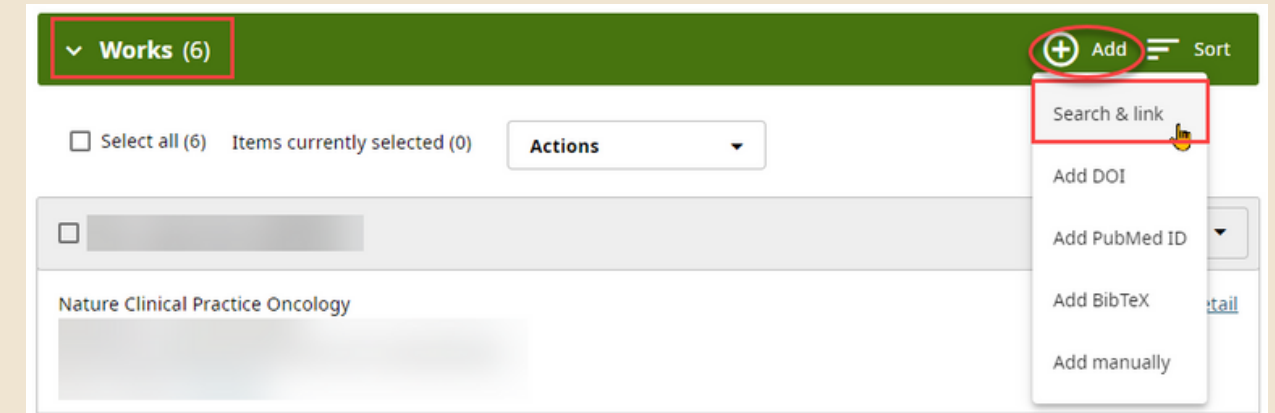


Post-publication: Manage and maintain author identifiers



ORCID Search and Link Wizards

- Use the Search and Link wizards to populate your record with ease.
- These wizards simplify the process of adding works, funding, and peer reviews, saving you time compared to manual updates.
- Common partners include Crossref metadata search, DataCite, Scopus Author ID, ResearcherID, and more.



Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers



Linking your ORCID record to other systems

- ORCID offers the major advantage of integrating with information systems of common publishers, repositories, and databases.
- Linking your ORCID record to your profiles on other databases enables data exchange between systems and minimizes repetitive data entry.
- You can link your ORCID profile to your Scopus Author profile, CrossRef & DataCite, and Web of Science Researcher Profile.
- For more information, visit the [ORCID@HKUL](https://orcid.org/hkul) online guide.



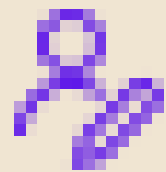
- Update ORCID Profile: Regularly refresh your details.
- Publication Accuracy: Conduct frequent reviews to ensure record precision.



Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers



Registration

- Creating an ORCID account requires registration.
- Utilize Google account to set up your Google Scholar profile.



Broad Indexing

- Google Scholar indexes a wide variety of scholarly output, including books, journal articles, conference papers, theses, dissertations, and preprints.
- It achieves this by searching both full text and metadata.



Citation tracking

- Monitor who is citing your work.



Metrics at a glance

- Access a suite of citation metrics that are calculated and refreshed automatically as new citations of your work are discovered online.



Web-Based Platform

- Researchers worldwide can access Google Scholar through its web-based platform.
- They can search for indexed academic materials and explore citation metrics related to their work.



Automate your citations

- Set up your profile to let Google Scholar automatically update your list of articles.



Visualize impact

- Create graphs to view your citation history over time.



Public Profiles

- Creating a public Google Scholar profile enhances researchers' visibility.
- By consolidating their published work on one page, it makes their scholarly contributions more discoverable and accessible to others.

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers



Steps to create a Google Scholar account

- Author Profile: Google Scholar Profile online Guide
- <https://libguides.lib.hku.hk/authorprofile/googlescholarprofile>



List the the affiliation of the institution and interest



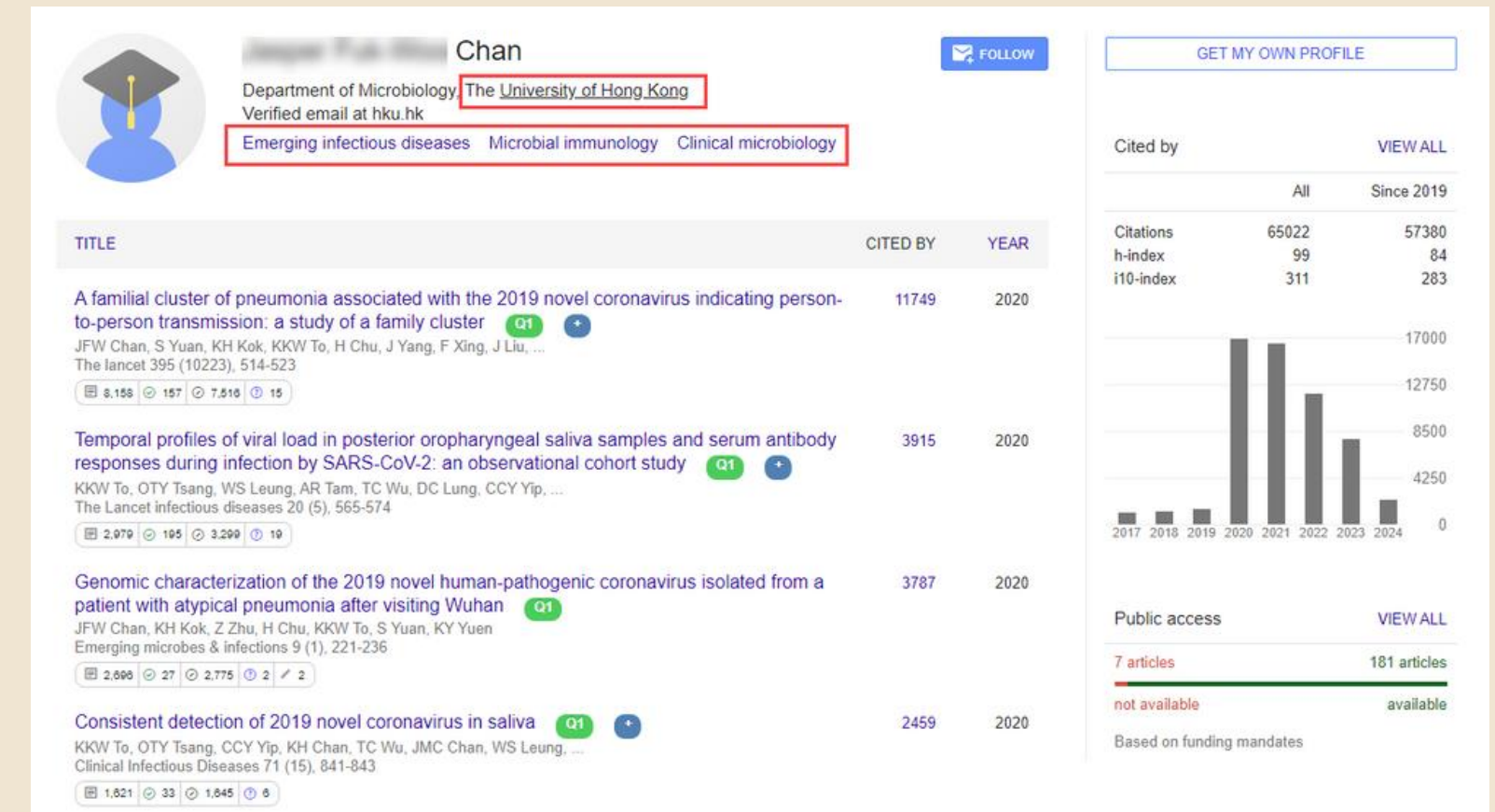
Settings

- Choose your preferred settings for alerts and profile visibility.
- Make your profile public will make it searchable on Google Scholar.



Google Scholar and ORCID do not have a direct integration feature

- ORCID: Importing work from a BibTex file:
<https://support.orcid.org/hc/en-us/articles/360006894794-Importing-works-from-a-BibTeX-file>



Google Scholar

- Profile
- Articles
- 3 Settings

Article updates
Scholar automatically finds your new articles and changes to existing articles.
☐ Apply updates automatically
☒ Email me updates for review

Profile visibility
Public profiles help your peers find and follow your work.
☒ Make my profile public

Follow by email (requires public profile)
☒ New articles related to my research
☐ New citations to my articles

[Done](#)

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers

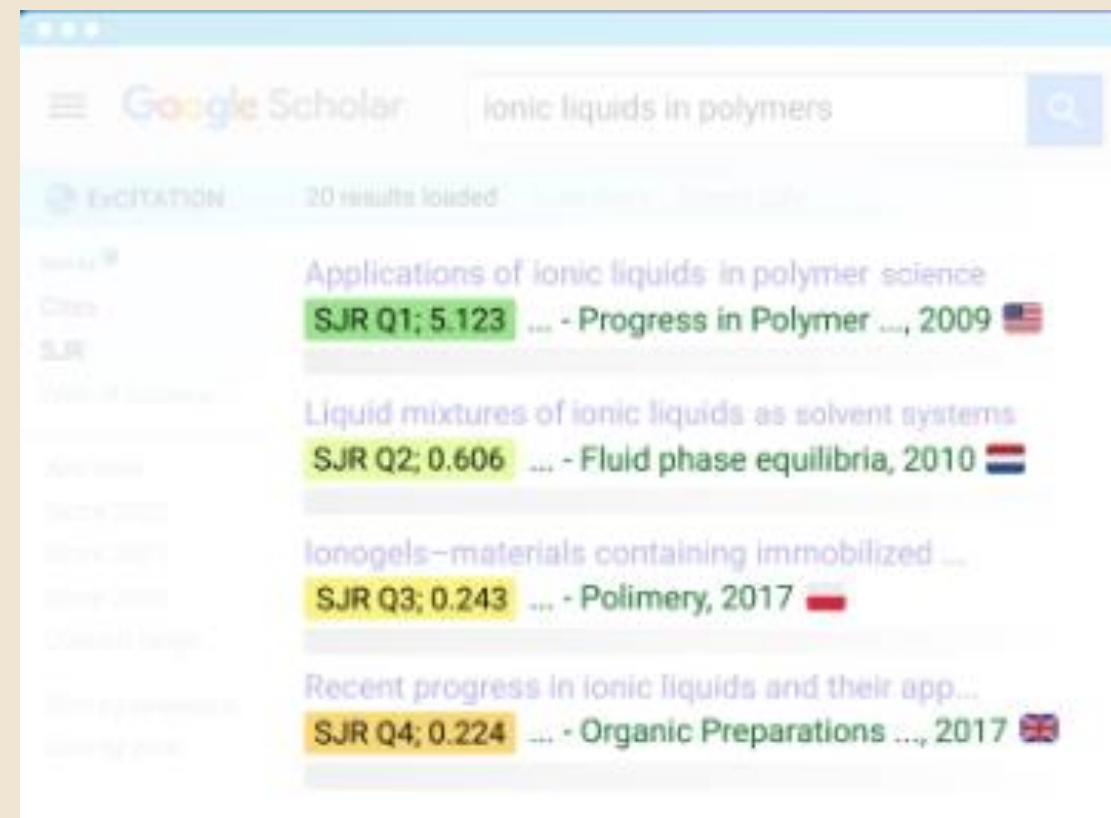
Google Scholar

Install extensions

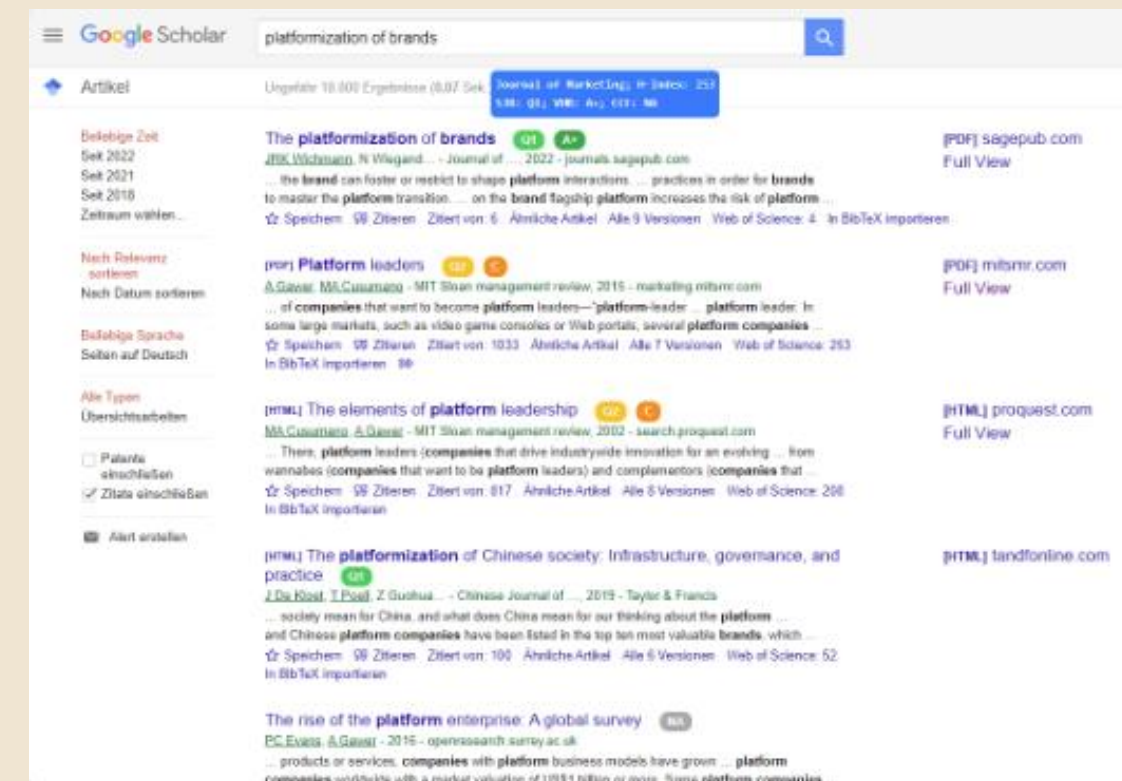


ExCITATION journal ranking in Google Scholar™

Rapid Journal Quality Check



<https://chromewebstore.google.com/detail/excitation-journal-rankin/aolbomhlimkdakklifkocohcgpmojdia>



<https://chromewebstore.google.com/detail/rapid-journal-quality-che/mfkbhgdamgfcfnhcdebahkgbnbkagmo?hl=en>



- Update Google Scholar Profile: Regularly refresh your details.
- Publication Accuracy: Conduct frequent reviews to ensure record precision.

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers

Scopus Author Profile



Automatic Creation of Scopus Author Profile

- Once your work is indexed in the Scopus database, an author profile is automatically created for you.
- You are not required to do any registration and spend time on entering your personal information again on Scopus
- You may find your author ID and profile by conducting an Author Search in Scopus.



Importance of Profile Verification

- Although your published works are automatically added and matched to your profile by the system, it is essential to ensure the information is accurate.



Regular Accuracy Checks

- Performing regular checks is vital to maintain the precision of your publication record on Scopus and related platforms.

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers

Scopus Author Profile:

Manage and Maintain

Search the Profile

- Details: Author Profile: Scopus
Author ID:
<https://libguides.lib.hku.hk/authprofile/scopusprofile>

Merge the Potential Profile

- “Potential author matches”: identify and consolidate author profiles
- Perform by the author, or on behalf of the author by submitting a request.

Update the Profile

- Utilize the Author Feedback Wizard to update your profile.
- This includes editing your name format, updating your organizational affiliations, and adding any publications that are missing.

Integrate with ORCID

- “Connect to ORCID” from Scopus
- “Search & link” on ORCID



Resources and tools for Maximizing Research Visibility and Impact

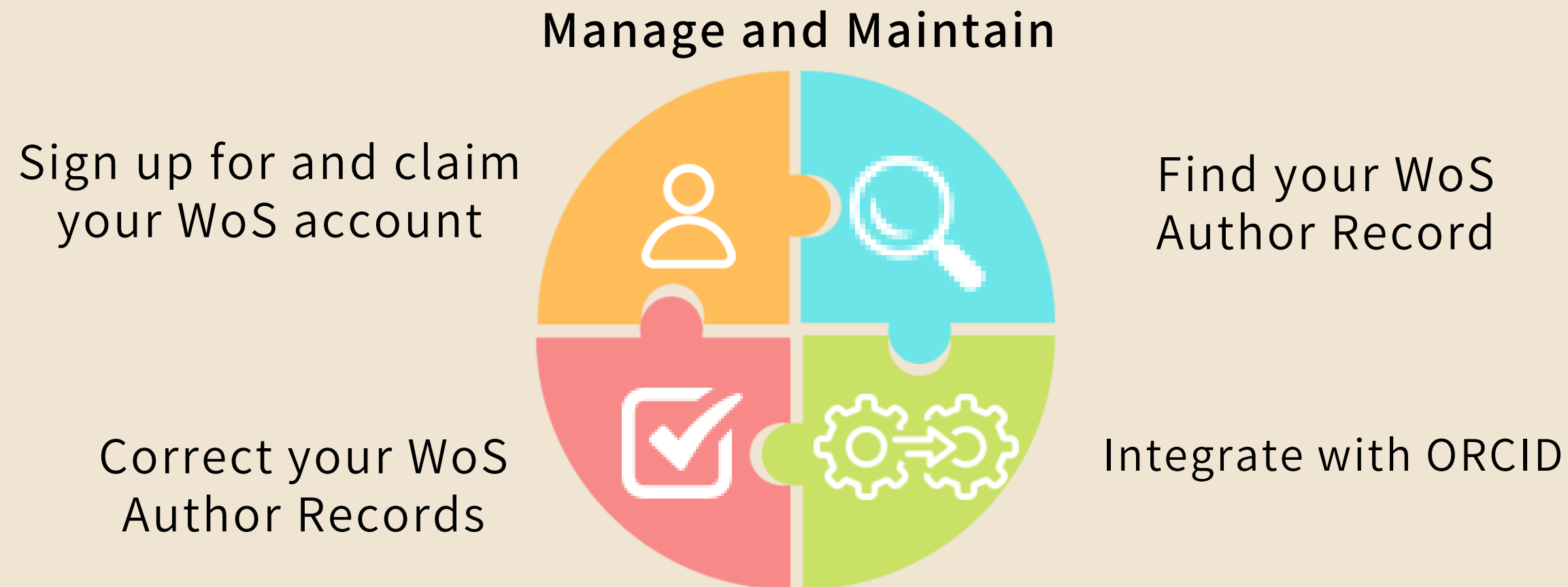


Post-publication: Manage and maintain author identifiers



Researcher Profile (ResearcherID)

- Web of Science (WoS) automatically creates a ResesarcherID that compiles the researchers' publications to avoid author misidentification on WoS.
- It also provides metrics such as the number of citing articles, h-index and citation counts.



- Claimed Author Records
- Publication Accuracy: Conduct frequent reviews to ensure record precision.

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers

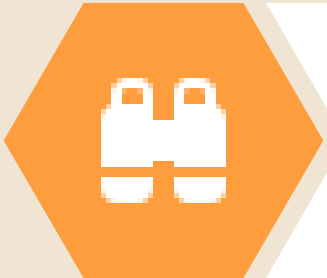


WoS Researcher Profile



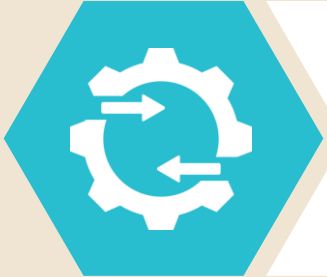
Claim Author Profile

Register and claim to get a verified green tick



Author Record Accuracy

Merge profiles and update publication lists by submitting correction



ORCID Integration

Connect your WoS profile with ORCID



Profile Synchronization

Ensure WoS and ORCID profiles are consistently synchronized

Share

Submit a correction

Add alert

RY

University of Hong Kong

Web of Science ResearcherID

Published names

University of Hong Kong, Sch Clin Med, Chinese University of Hong Kong

Show more

Published Organizations

Gastroenterology & Hepatology; Pharmacology & Pharmacy; Infectious Diseases; Virology; Microbiology

Show more

Subject Categories

Gastroenterology & Hepatology; Pharmacology & Pharmacy; Infectious Diseases; Virology; Microbiology

Show more

Other Identifiers

https://orcid.org/0000-0001-

Show more

Verify your Author Record

Get your own verified author record. Enter your name in Author Search, then click "Claim My Record" on your author record page.

Go to author search

Metrics

Open dashboard

Profile summary

1143 Total documents

963 Publications indexed in Web of Science

Edit Profile

Publication Preferences

Peer Review Preferences

ORCID Syncing

Linked ORCID account:

https://orcid.org/0000-0001-

Some settings are not available because you have revoked permissions. Change this by granting permission in the permission section.

Automatically sync ORCID and Web of Science

Easily keep both profiles up to date and in sync.

ON Keep my Orcid updated

ON Keep my Web of Science Researcher Profile updated

ON Update my peer reviews in Orcid

Permissions

You have granted Web of Science permission to update your publications and peer review on ORCID. Revoke Permission

You have revoked Web of Science permission to update your profile data on ORCID. Grant Permission

Cancel

Save

Save & Close

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers



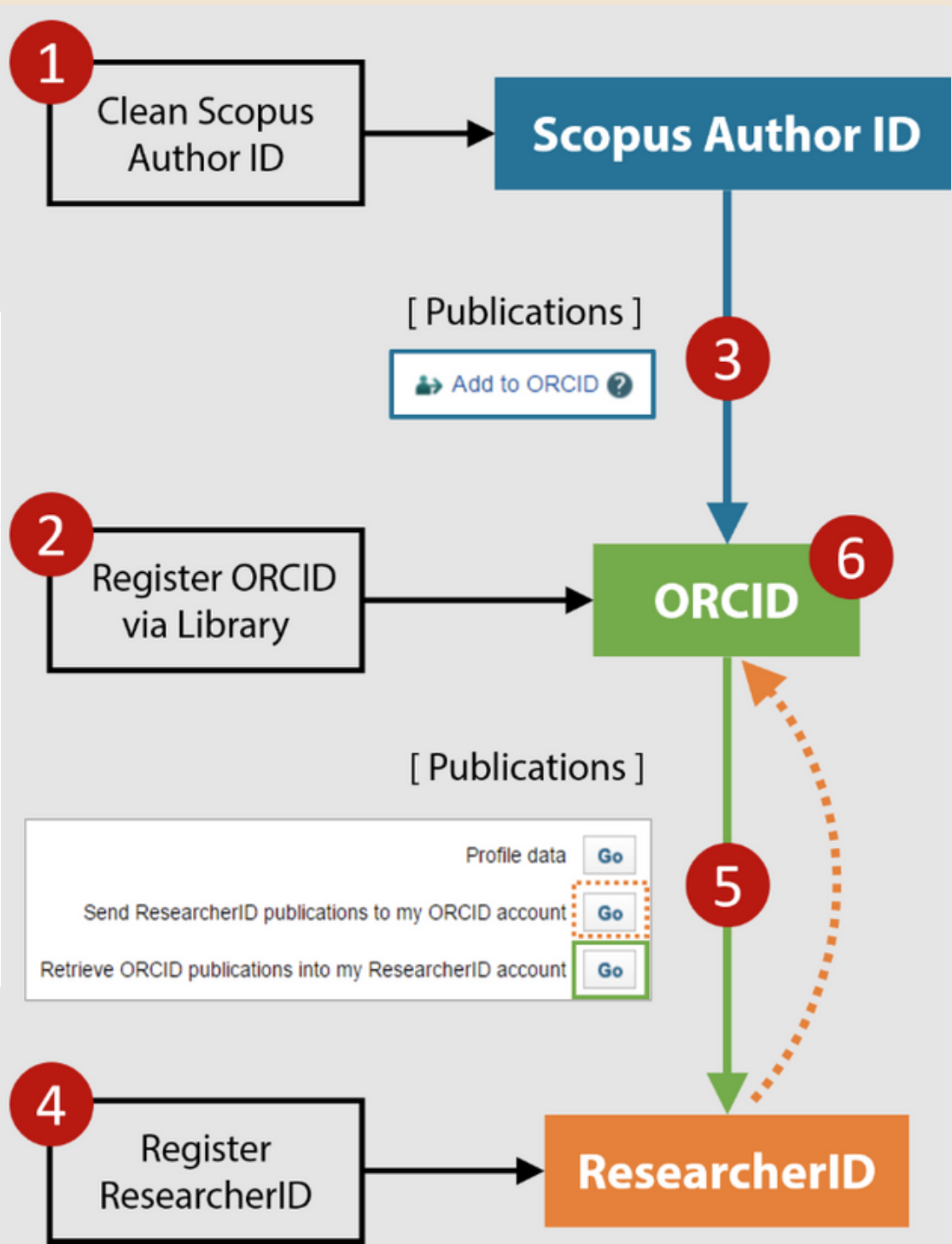
Remark on the platforms

Platform	Registration	Regularly Review Records for Accuracy
ORCID	Required Registration	Required review
Google Scholar	Required Registration	Required review
Scopus Author Profile	Automatically Created by Scopus, No Registration Required	Required review
WoS ResearcherID	Automatically Created by WoS, but Profile Claiming and Registration are Needed	Required review

Good Practices for Managing Researcher Profiles

A recommended workflow to manage author profiles:

- 1 Clean up Scopus Author profile
- 2 Register ORCID
- 3 Add publications from Scopus to ORCID
- 4 Register ResearcherID
- 5 Add publications from ORCID to ResearcherID
- 6 Check duplicates in ORCID & Manually add works that are not indexed in Scopus or Web of Science



Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Manage and maintain author identifiers

Other researcher profiles

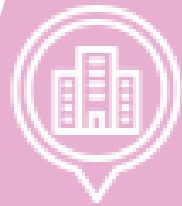
- Well-managed profiles in Institutional and Data Repositories and Departmental databases play a crucial role in amplifying the reach of academic research

Institutional Repository



Scholars can boost visibility and reach by creating a profile and depositing research materials in their institution repository.

Department Author Profile



A department’s author profile provides a window into the ongoing research activities of its members, spotlighting the department’s areas of expertise.

The University of Hong Kong

The HKU Scholars Hub 香港大學學術庫

Home Publications Researchers Organizations Grants Datasets Theses Patents Community Service

Yuen, KY

Collaborations Bibliometrics Email Alert (for New Additions) RSS (for New Additions)

Profile

- Contact Information
- Biography
- Honours, Awards & Prizes
- Professional Societies

Publications [Export](#)

Selected Publications (4)

Articles (1,206)

Conference Papers (233)

Books Edited (5)

Book Chapters (6)

Datasets

Datasets

External Relations

Contact Information

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Professor (Clinical)
Henry Fok Professor in Infectious Diseases

Department: Department of Microbiology

Faculty: Li Ka Shing Faculty of Medicine

My URLs: [Departmental Page](#)
[Croucher Foundation](#)
[Wikipedia](#)
<http://orcid.org/0000-0002-2083-1552>

Also Cited As: Yuen, Kwok-yung

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Chair of Infectious Diseases

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HKU Scholars Hub: <https://hub.hku.hk/cris/rprp00366>

BIOGRAPHY

Professor Kwok-Yung Yuen, who graduated from the University of Hong Kong in 1981, has the rare distinction of getting the trainings of the microbiologist, surgeon and physician. His success in these three areas is exemplified by his numerous Fellowships at distinguished institutions. Including the Hong Kong Colleges of Pathologists, Surgeons and Physicians, the American College of Physicians, the Royal College of Pathologists of the UK, the Royal College of Surgery of Glasgow and the Royal Colleges of Physicians in Edinburgh and London, and also the Academician, Chinese Academy of Engineering (Medicine and Health) and American Academy of Microbiology.

In 2000, he was appointed the Scientific Co-director of the HKU-Pasteur Research Centre to set up a joint research venture between the Institute Pasteur and The University of Hong Kong because of his expertise in the area of emerging infectious diseases. His research strategy starts at the

Maximizing Research Visibility and Impact Strategies



Develop publishing strategies

- Journal selection
- Academic Search engine optimization (ASEO)
- Preprint
- Research data sharing

1

Preparing research outputs



Manage publications

- Open publishing
- Author affiliation
- Persistent identifiers

2

Publishing research outputs



Manage and maintain author identifiers

- Researcher profiles, e.g., ORCID, Google Scholars, ScopusID, ResearcherID LinkedIn

3

Post-publication



Broaden and track impact

- Social media
- Digital for scholarly publishing
- Academia and non-academia
- Bibliometrics and altmetrics databases

4

Post-publication

Resources and tools for Maximizing Research Visibility and Impact



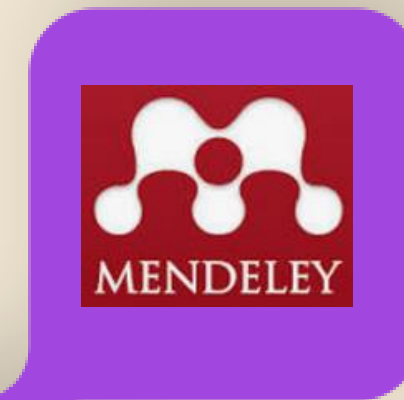
Post-publication: Broaden impact

Academic Social Media



Academia.edu

- Expand Your Network
- Share Regularly
- Utilize Analytics



Mendeley

- Organize Your Research
- Collaborate Publicly
- Track Your Impact

ResearchGate

- Regularly update
- Network with Peers
- Engage with Followers

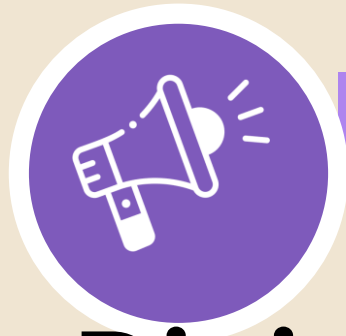
ResearchGate



LinkedIn

- Optimize Your Profile
- Engage with Content
- Join Groups

Resources and tools for Maximizing Research Visibility and Impact



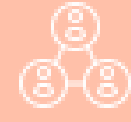
Post-publication: Broaden impact

Digital form of scholarly publishing



Figshare

- Showcase Diverse Content
- Cite Your Uploads
- Collaborate Transparently



Vimeo

- Share Video content
- Optimize Video SEO
- Interact with the Community



SlideShare

- Maximize Exposure
- Engage with Viewers
- Track Metrics



WordPress

- Develop a Professional Blog
- Utilize SEO Best Practices
- Connect with Readers

Social media



X.com (Twitter)

- Build a Following
- Use Hashtags
- Network at Events



Facebook

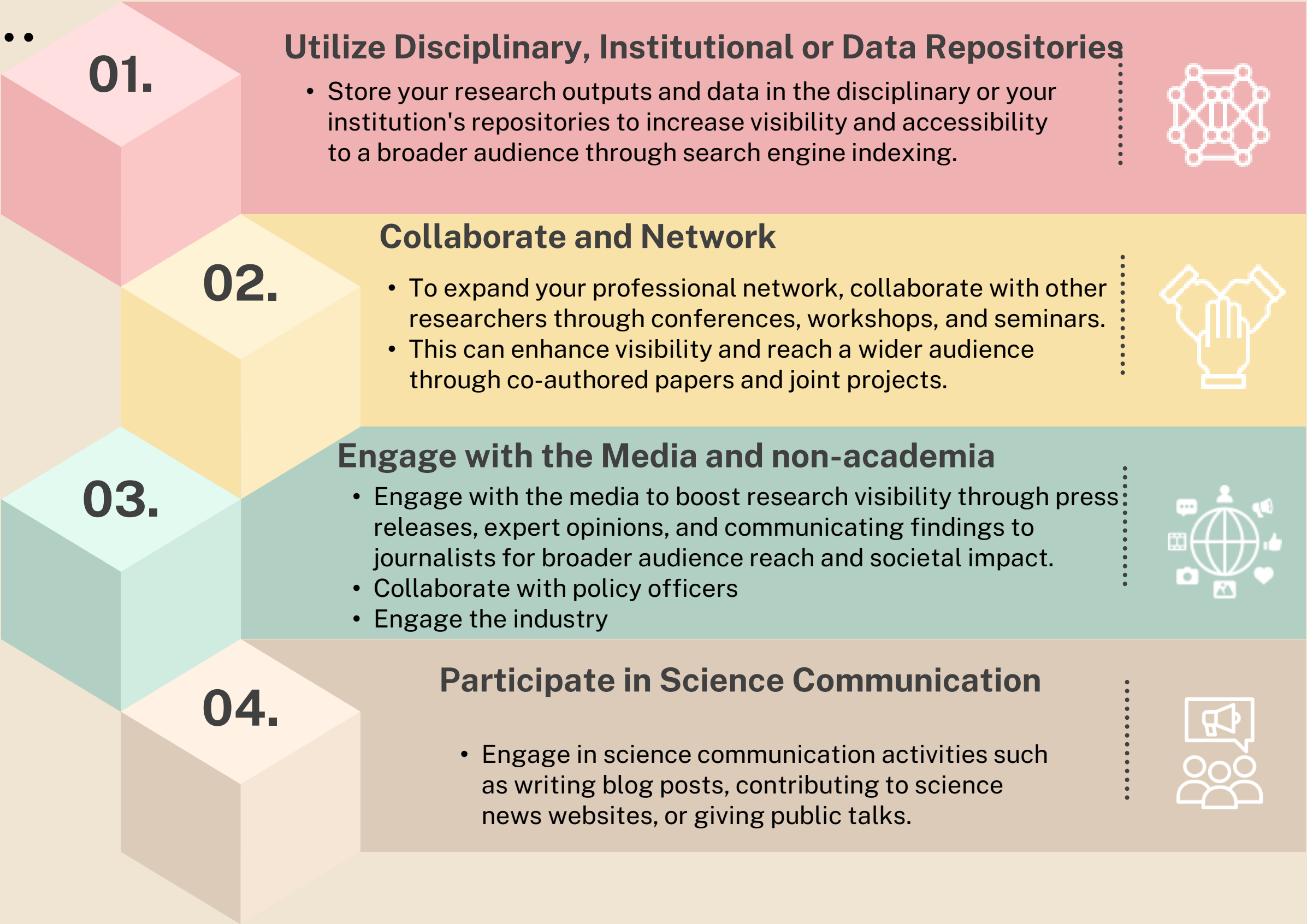
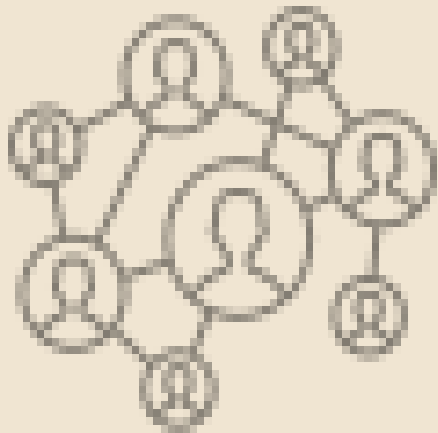
- Dissemination and Accessibility
- Engagement and Collaboration
- Promotion

Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Broaden impact

More ...



Resources and tools for Maximizing Research Visibility and Impact



Post-publication: Track impact

Major bibliometrics databases or tool

Clarivate



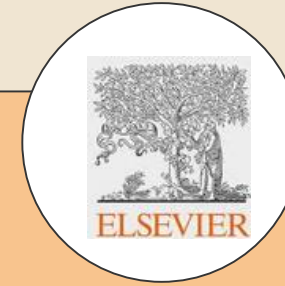
Web of Science (WoS)

InCites

Journal Citation Report (JCR)

Essential Science Indicators (ESI)

Elsevier



Scopus

SciVal

Scimago Journal and Country Rank (SJR)

Alphabet



Google Scholar Profile

Harzing Publish or Perish



Post-publication: Track impact

Altmetrics databases



Altmetric

Tracks online mentions, shares, and discussions related to research outputs.



PlumX

Offers a comprehensive view by combining altmetrics, usage statistics, and more.



Impactstory

Focuses on open access research and provides personalized impact reports.

Research Visibility: Key Strategies



Open Research Practices

- **Open Access Publishing:** Make your research outputs freely available by publishing in open access (OA) journals.
- **Repository Deposits:** Archive your research outputs and data in relevant disciplinary and institutional repositories for wider accessibility.



PID for Research Outputs

- **DOI and ISBN:** Assign Digital Object Identifiers (DOIs) or International Standard Book Numbers (ISBNs) to your research outputs and data for long-term traceability.



Author Identifier Management

- **Profile Maintenance:** Regularly update your author profiles on platforms like ORCID, Google Scholar, Scopus, Web of Science (WoS), and institutional directories to ensure accurate representation of your work.



Social Media and Networking

- **Broaden Your Reach:** Leverage social media and professional networks to connect with a diverse audience, including both academic and non-academic circles. Platforms to consider include Academia.edu, ResearchGate, Mendeley, LinkedIn, Figshare, SlideShare, Vimeo, WordPress, Facebook, and others.



Engagement with Academia and Non-Academia

- **Active Participation:** Attend conferences and seminars to stay updated and network.
- **Collaboration:** Work with policy offices and industry partners to apply your research in practical contexts.

Agenda

- 01 The Significance of Research Visibility and Impact
- 02 Understanding Research Visibility and Impact
- 03 Tools and Resources for Maximizing Research Visibility and Impact
- 04 Key Takeaways
- 05 Questions and Answers



Key Takeaways

- 1. Evolving Academic Landscape:** Understand the shift from the traditional “Publish or Perish” to the current “Visible or Vanish” paradigm, emphasizing the necessity for research to be not just published, but also visible and impactful.
- 2. Significance of Visibility:** Recognize that increased visibility opens doors to greater opportunities for recognition, career advancement, funding, collaboration, and knowledge dissemination.
- 3. Strategic Utilization of Resources and Tools:** When engaging with the research publication process, adopt various strategies and tools at different stages, such as developing publishing strategies, effectively managing publications, maintaining author identifiers, and expanding and monitoring impact after publication.
- 4. Digital Footprint Expansion:** Explore various strategies to broaden your digital footprint, including open access publishing, creating researcher profiles, utilizing institutional repositories, engaging on social media, and connecting with research networks.
- 5. Engagement and Collaboration:** Discover the importance of engaging with the academic community through conferences, seminars, and collaborative projects to increase the impact of your research.
- 6. Continuous Learning and Adaptation:** Stay updated with the latest trends and tools in research dissemination and be adaptable to the changing dynamics of research impact measurement.



Agenda

01 The Significance of Research Visibility and Impact

02 Understanding Research Visibility and Impact

03 Enhancing Research Visibility

04 Increasing Research Impact

05 Tools and Resources for Maximizing Research Visibility and Impact

06 Tips and strategies for maximizing visibility and impact

07 Key Takeaways

08 Questions and Answers



Questions and Answers



Thank you

[Ask-a-Librarian](https://lib.hku.hk/check_form/ask_a_libraryan-form/)



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