Developing an Effective Publication Strategy

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Outline

Where to Publish?


Maximising the Impact of Your Research

– Open Access
– Communication and Promotion
– Monitoring and tracking your impact
Book Publishing

- Reputation
- Topical fit with publisher’s backlist & frontlist
- Editorial & peer review system
- Target audience
- Promotion, distribution & print runs
- Publisher’s website
- Copyright & Licensing
- E-book / paperback availability
- Experience of peers and colleagues
- CERES Publisher Ranking
Most submitted book publishers in REF2014 (Arts & Humanities)

Book Publishing: Capturing Impact

Google Scholar Citations

Google Scholar Citations provide a simple way for authors to keep track of citations to their articles. You can check who is citing your publications, graph citations over time, and compute several citation metrics. You can also make your profile public, so that it may appear in Google Scholar results when people search for your name, e.g., richard feynman.

Best of all, it’s quick to set up and simple to maintain, shared by several different scholars. You can add metrics are computed and updated automatically as you choose to have your list of articles updated automatically any time.

Get started with Google Scholar Citations

Scopus Content update: 75,000 book titles and counting

Submitted by Susannah Beatty... on Mon, 03/30/2015 - 13:53

“If we encounter a man of rare intellect, we should ask him what books he reads.” — Ralph Waido Emerson, Letters and Social Aims (1876), Quotation and Originality.

With more than 75,000 additional book titles now indexed in Scopus (and another 45,000 planned for 2015), it is easier to uncover the bounty of literature supporting great intellect.

The arts and humanities and social sciences represent more than 55% of the 75,000 titles (see graph below). Not surprising considering 80% of arts and humanities and social sciences output is published in books instead of journals (1).

Altmetrics for books: tracking engagement and driving discovery

23 January 2017

#AcBookWeek
Journal Publishing

- Journal scope
- Where are your peers publishing?
- Editorial board & Peer review system
- Target audience – practitioners?
- Acceptance/rejection rates
- Turnaround times incl. epublication
- Open access options
- Copyright & Licensing
- Journal metrics (JIF, CiteScore etc.)
- Altmetrics (Download stats, social media etc.)
Choose the right journal for your research

Reference this list for your chosen journal to check if it is trusted.

- Do you or your colleagues know the journal?
  - Have you read any articles in the journal before?
  - Is it easy to discover the latest papers in the journal?

- Can you easily identify and contact the publisher?
  - Is the publisher name clearly displayed on the journal website?
  - Can you contact the publisher by telephone, email, and post?

- Is the journal clear about the type of peer review it uses?

- Are articles indexed in services that you use?

- Is it clear what fees will be charged?
  - Does the journal site explain what these fees are for and when they will be charged?

http://thinkchecksubmit.org
• It can be helpful to carry out a broad keyword search on your research topic on the Scopus or Web of Science database(s).

• Analyse the results to find the journals containing the most articles on the topic, in which journals the most highly cited papers are published, or where leading peers are publishing.
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Year</th>
<th>Journal</th>
<th>Cited by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mindfulness training as a clinical intervention: A conceptual and empirical review</td>
<td>Baer, R.A.</td>
<td>2003</td>
<td>Clinical Psychology: Science and Practice</td>
<td>1466</td>
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<tr>
<td>Mindfulness: A proposed operational definition</td>
<td>Bishop, S.R., Lau, M., Shapiro, S., (..), Veiling, D., Devins, G.</td>
<td>2004</td>
<td>Clinical Psychology: Science and Practice</td>
<td>1313</td>
</tr>
</tbody>
</table>
Select an author to view their publications & publication venues.
Journal Level Metrics
• Used to assess the impact of a journal, *not* an individual researcher or an individual article

• Can be used as one of several tools when deciding where to publish

• There are many articles published in high impact journals that have few or no citations
“The correlation between an article’s actual citededness and the impact factor of its journal is often very poor”

15% of journal articles accounted for 50% of citations (Seglen, 1997: 1053).

Journal Metrics & Rankings

- Journal Impact Factor (Web of Science data)
- CiteScore, SJR & SNIP (Scopus data)
- Google Scholar Metrics (top 20 by subject)
### Journal Impact Factor:

The average number of times articles published in the previous two years (e.g. 2013-2014) have been cited in the JCR year (e.g. 2015)
CiteScore (Scopus)

A journal's CiteScore represents the average number of citations received in the CiteScore year (e.g. 2015), by papers published in the previous three years (e.g. 2012, 2013 and 2014).

CiteScore rankings and CiteScore percentile metrics are also available.

Based on the journal’s indexed in Elsevier’s Scopus database
## CiteScore (Scopus)

### Introducing CiteScore metrics for serials

[https://www.journalmetrics.com](https://www.journalmetrics.com)

### Journal Metrics

**Refine titles**

- **Refine by subject areas...**
- **Search titles...**
- **2015**

**Showing 1,311 titles**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>CiteScore</th>
<th>CiteScore Percentile</th>
<th>CiteScore Rank</th>
<th>Citations 2015</th>
<th>Documents 2012-16</th>
<th>% Cited</th>
<th>SNIP</th>
<th>SJR</th>
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</thead>
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<tr>
<td>1</td>
<td>Annual Review of Psychology</td>
<td>25.39</td>
<td>99%</td>
<td>1/173</td>
<td>1,803</td>
<td>71</td>
<td>97%</td>
<td>11.649</td>
<td>12.856</td>
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<td>2</td>
<td>Annual Review of Clinical Psychology</td>
<td>14.89</td>
<td>99%</td>
<td>1/244</td>
<td>1,117</td>
<td>75</td>
<td>97%</td>
<td>5.587</td>
<td>7.590</td>
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<td>3</td>
<td>Psychological Science in the Public Interest, Supplement</td>
<td>14.78</td>
<td>99%</td>
<td>2/173</td>
<td>266</td>
<td>18</td>
<td>72%</td>
<td>11.849</td>
<td>6.572</td>
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<tr>
<td>4</td>
<td>Psychological Bulletin</td>
<td>12.56</td>
<td>98%</td>
<td>3/173</td>
<td>2,248</td>
<td>179</td>
<td>82%</td>
<td>6.899</td>
<td>8.106</td>
</tr>
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</table>
Scimago Journal & Country Rank (SJR)

Available at http://www.scimagojr.com and https://www.journalmetrics.com

Based on Scopus data and Google’s PageRank algorithm

Source Normalized Impact per Paper (SNIP)

Available at http://www.journalindicators.com and https://www.journalmetrics.com

Based on Scopus data - Corrects for differences in citation practices across fields, allowing for more accurate between-field comparisons
Compare Sources on Scopus

Compare sources

Percent of published documents not cited by year

- Nature
- Science
h5-index is the h-index for articles published in the last 5 complete years. It is the largest number h such that h articles published in 2011-2015 have at least h citations each.
“The fraction of highly-cited articles published in non-elite journals increased steadily over 1995-2013.... many more authors of well-regarded papers in diverse research fields are choosing other venues.”

Maximising your Research Impact
• Author Identity: ORCID

• Open Access

• Communication & Promotion

• Monitoring & Tracking impact
ORCID – www.orcid.org

Open Researcher & Contributor ID

A unique, persistent, digital ID to help people identify and discover your research

1. REGISTER
   Get your unique ORCID identifier. Register now! Registration takes 30 seconds.

2. ADD YOUR INFO
   Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3. USE YOUR ORCID ID
   Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.
• Creating your ORCID takes 30 seconds

• Eliminates name ambiguity, distinguishes you from other researchers & ensures proper attribution.

• Ensures your work is discoverable and connected to you throughout your career

• ORCID supports 37 types of “works,” from articles to dance performances, as well as peer review

• ORCID links your research activities and outputs across different platforms & publishers

• Many funders & publishers now recommend and integrate with ORCID e.g. Wellcome Trust
Scopus Author ID

-Eliminates name ambiguity & facilitates accurate attribution for publications indexed in Scopus database
http://www.scopus.com/

ResearcherID

- Eliminates name ambiguity & facilitates accurate attribution for publications indexed in Web of Science database
http://www.researcherid.com/

Keep your IDs up to date to ensure your publications & citations are accurately attributed & tracked for bibliometric purposes
Open Access

Researchers in developing countries can see your work

More exposure for your work

Practitioners can apply your findings

Higher citation rates

Taxpayers get value for money

Compliant with grant rules

The public can access your findings

Your research can influence policy

CC-BY Danny Kingsley & Sarah Brown
Open Access

Green Open Access
Immediate or delayed open access provided through self-archiving of author’s final draft, e.g. institutional repositories
No cost to author

Gold Open Access
Immediate open access provided by publisher in OA or hybrid journal
Author pays fee to publish (e.g. €2,150 History of Education)
Research Repository UCD (Green OA)

http://researchrepository.ucd.ie
Upload author’s final draft via UCD RMS
Fulfils funders’ OA mandates
What is 'good' teaching? Teacher beliefs and practices about their teaching

Devine, Dympna; Fahie, Declan; McGillicuddy, Deirdre

Recommended citation:

File name: What_is_good_teaching?.docx
Size: 134.9Kb
Format: Microsoft Word

Permanent link: http://hdl.handle.net/10197/6404
Date: 2013-03-21

Impact and interest
This item's downloads: 1033
Citations in Scopus®: 13

Tweeted by 6
62 readers on Mendeley
Communication & Promotion

Attend & present at conferences & seminars
Communicate your results & meet potential collaborators

Create profiles on relevant networking sites to increase visibility
Academia.edu, ResearchGate, Google Scholar Citations

Use social & mainstream media to publicise research & engage with your audience
Twitter, Blogs, Video, Press Releases etc.

www.ucd.ie/promoteyourresearch
Things to consider when using social media:

- What are my objectives & goals?
- Who is my audience & where are they based online?
- Are there any policies & guidelines to consider?
- Who are the key contacts in my field who I should connect with?
- How can I monitor & track impact?
New perspectives of impact

ACADEMIC IMPACT
- Journal Impact Factor
- Citation counts
- H-index
- Number of publications

Traditional bibliometrics

SOCIETAL IMPACT
- Download counts
- Page views
- Mentions in news reports
- References in policy
- Mentions in social media
- Mentions in blogs
- Reference manager readers
  ... etc.

Alternative metrics “altmetrics”

Source: altmetric.com
Citation Metrics

Traditional citation metrics can be useful to see who is using in your research, & which publications have the highest citation impact, helping to inform your choice of publication venue.

Can be calculated using:

- Scopus
- Web of Science
- Google Scholar

More information: http://libguides.ucd.ie/bibliometrics
Altmetrics

- Article-level ‘mentions’ in mainstream media, social media, policy documents & more for any item with a digital identifier
- Capture practitioner & policy impact
- Real-time indicators
- Can show how people are engaging with your research
- May indicate future citations?
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<tr>
<td>33</td>
<td>A qualitative study of the barriers to prehospital management of acute pain</td>
<td>Emergency Medicine Journal</td>
<td>March 2013</td>
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<td>21</td>
<td>Factors affecting patient participation in clinical trials in Ireland: A...</td>
<td>Contemporary Clinical Trials Communications</td>
<td>August 2016</td>
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<td>17</td>
<td>On the narrow dip structure at 1.9 GeV/c2 in diffractive photoproduction</td>
<td>Physics Letters B</td>
<td>November 2003</td>
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<td>10</td>
<td>Elevated Amniotic Fluid Lactate predicts Labor Disorders and Caesarean...</td>
<td>American Journal of Obstetrics &amp; Gynecology</td>
<td>June 2015</td>
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<tr>
<td>10</td>
<td>Perceived Barriers for Accessing Health Services among Individuals with...</td>
<td>PLoS ONE</td>
<td>May 2015</td>
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<td>51</td>
<td>Impact of institutional smoking bans on reducing harms and secondhand smoke exposure...</td>
<td>Cochrane database of systematic reviews</td>
<td>May 2016</td>
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<tr>
<td>51</td>
<td>The image of you: constructing nursing identities in YouTube</td>
<td>Journal of Advanced Nursing</td>
<td>November 2011</td>
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<td>76</td>
<td>Am I covered?: an analysis of a national enquiry database on scope of practice</td>
<td>Journal of Advanced Nursing</td>
<td>June 2015</td>
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<td>19</td>
<td>A Randomized Controlled Trial to Reduce Prehospital Delay Time in Patients...</td>
<td>Journal of Emergency Medicine</td>
<td>January 2014</td>
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<tr>
<td>17</td>
<td>Exploring nursing expertise in residential care for older people: a mixed...</td>
<td>Journal of Advanced Nursing</td>
<td>May 2016</td>
</tr>
<tr>
<td>13</td>
<td>Too few staff, too many patients: a qualitative study of the impact on...</td>
<td>BMC Pregnancy and Childbirth</td>
<td>March 2015</td>
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</table>
Key Take Aways

• Where you publish can affect the access to, visibility of, and potentially the impact of your research

• Your publishing & dissemination strategy should be consistent with your overall impact strategy & goals

• Track & monitor the effectiveness of different publication channels to see which work best for your research and your audience
Questions?

Further help and information:

http://libguides.ucd.ie/publishing
http://libguides.ucd.ie/bibliometrics
http://libguides.ucd.ie/openaccess
http://libguides.ucd.ie/orcid
http://www.ucd.ie/promoteyourresearch/

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