



# How to improve our research impact?

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چگونه یک پژوهش اثربخش

داشته باشیم؟

چگونه اثربخشی پژوهش خود را

افزایش دهیم؟



# Today's Outline

- In this session, we will talk about:
  1. What is **Research Impact**?
  2. How is **Research Impact** measured?
  3. What are the **resources** for **assessing** impact?
  4. How to **improve** our research impact?
  5. How can I **demonstrate** my research Impact?

# پژوهش پاسخگو، نافع، کاربردی، هدفمند، مساله، محصول محور



ورود به سایت پژوهشکده آینده پژوهی در سلامت

# Publish or Perish!





Substitute of old “**Publish or Perish**”!

**Getting Found, Staying Found & Increasing Impact**



# Science Circle

- The circle of science from **origination** to **usage** consist of many steps as follows:
  - 1- Doing **Research**
  - 2- Research **Publication** (Paper)
  - 3- Knowledge **Dissemination**
  - 4- Knowledge **Utilization & Application**



# What is **Impact**?

- The Oxford dictionary defines impact as “A **Marked Effect or Influence.**”
- So, **Research Impact** means that **our research has affected or influenced something or someone.**
- This arouse the following questions:
  - **Whom** has it impacted, who is the **target audience**?
  - **How** has it made an impact, what was its **ultimate goal**?
  - Through what **means** has this impact occurred, i.e., what are the **primary outlets**?
  - How do we know this impact has **occurred**, i.e., how can we **measure** it?

# How Research Impact **Differs** By **Academic Role?**

Academic Role	<i>Whom?</i> Target Audience	<i>How?</i> Ultimate Goal	Through Which <i>Means?</i> Primary Outlets	How Do We <i>Know?</i> Measures
<b>Research</b>	Other academics	Progress scientific knowledge	Academic journals, Research Monographs, Conferences	Citations in academic journals / books / conference papers
<b>Teaching</b>	Students	Develop critical thinking skills	Textbooks, Practitioner journals	Citations in textbooks / syllabi
<b>External Engagement</b>	Industry, Government, Public and society	Address societal problems	Practitioner journals / magazines, Policy reports, (Social) Media, Collaborative	Citations in policy documents, policy / legal changes, improved HDI/SDG*

\*HDI = United Nations Human Development Index ; SDG = United Nations Sustainable Development

# What is Research Impact?

- It is all the **diverse** ways that research benefits **individuals**, **organizations** and **nations** through increasing **effectiveness of public services and policy**, improving **quality of life and health**, or **economic benefits**.
- It may translate as **benefit**, **payback**, **translation**, **transfer**, **uptake** and **utilization**.
- The “**Academic Impact**”, considered to be the research knowledge contribution to a field of study within academia, should be distinguished from “**Non-academic Impact**”, which goes **beyond academia**.

# What is Research Impact?

- **Research impact** is defined as how broadly scholarly research is being **read, discussed, and used** both **inside** and **outside** of the **academy**.

# What is Research Impact?

- Research impact is the **contribution** that **research** makes to the **economy, society, environment** or **culture, beyond** the contribution to academic research.

(Australian Research Council)

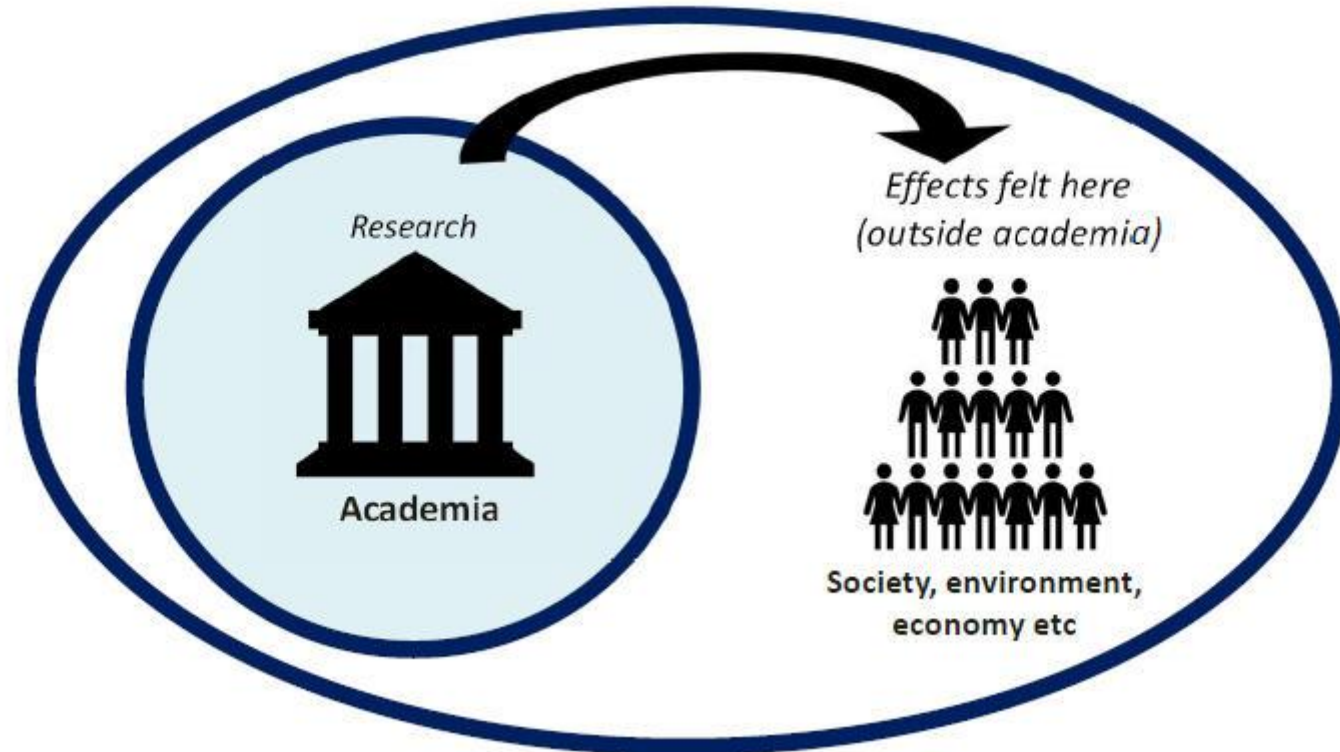
# What is Research Impact?

- An **effect** on, **change** or **benefit** to the **economy**, **society**, **culture**, **public policy** or **services**, **health**, **the environment** or **quality of life**, **beyond academia.**



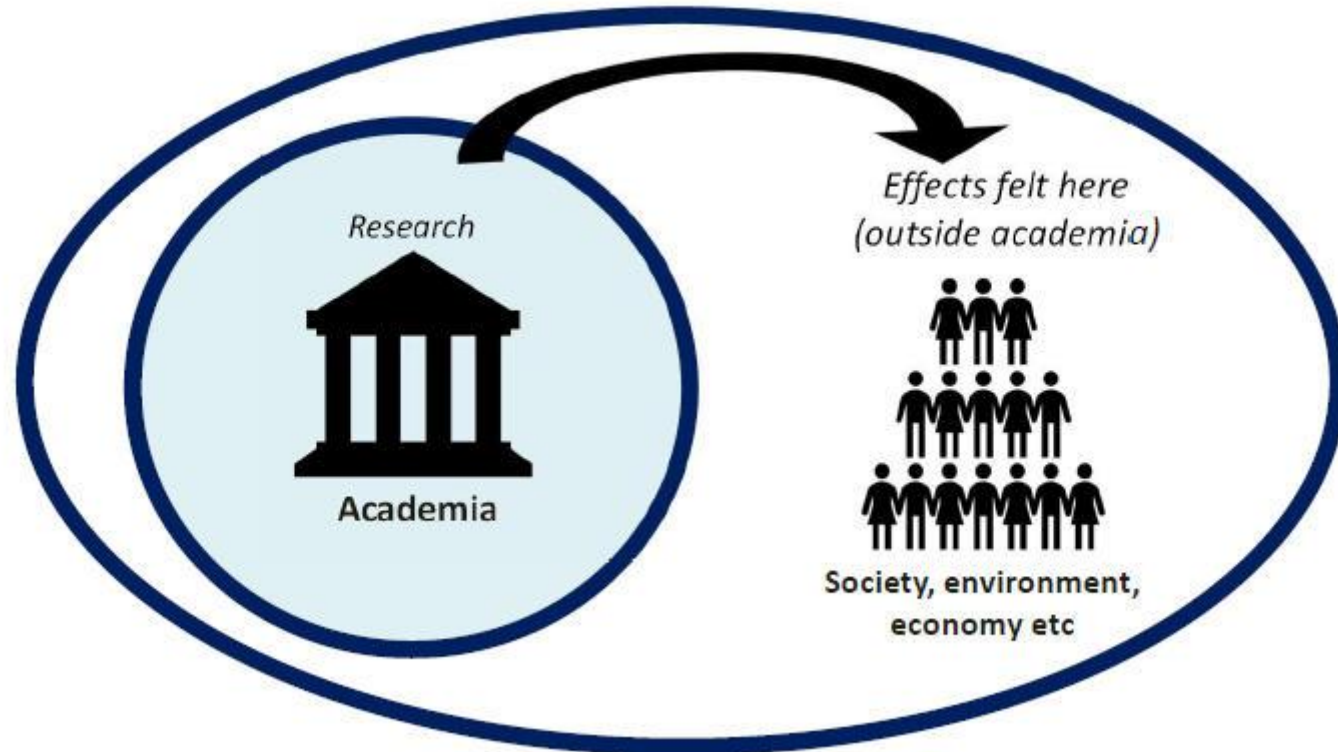
# What is **Research Impact**?

- Any Real Effect of Research in Real World is called impact.



# What is **Research Impact**?

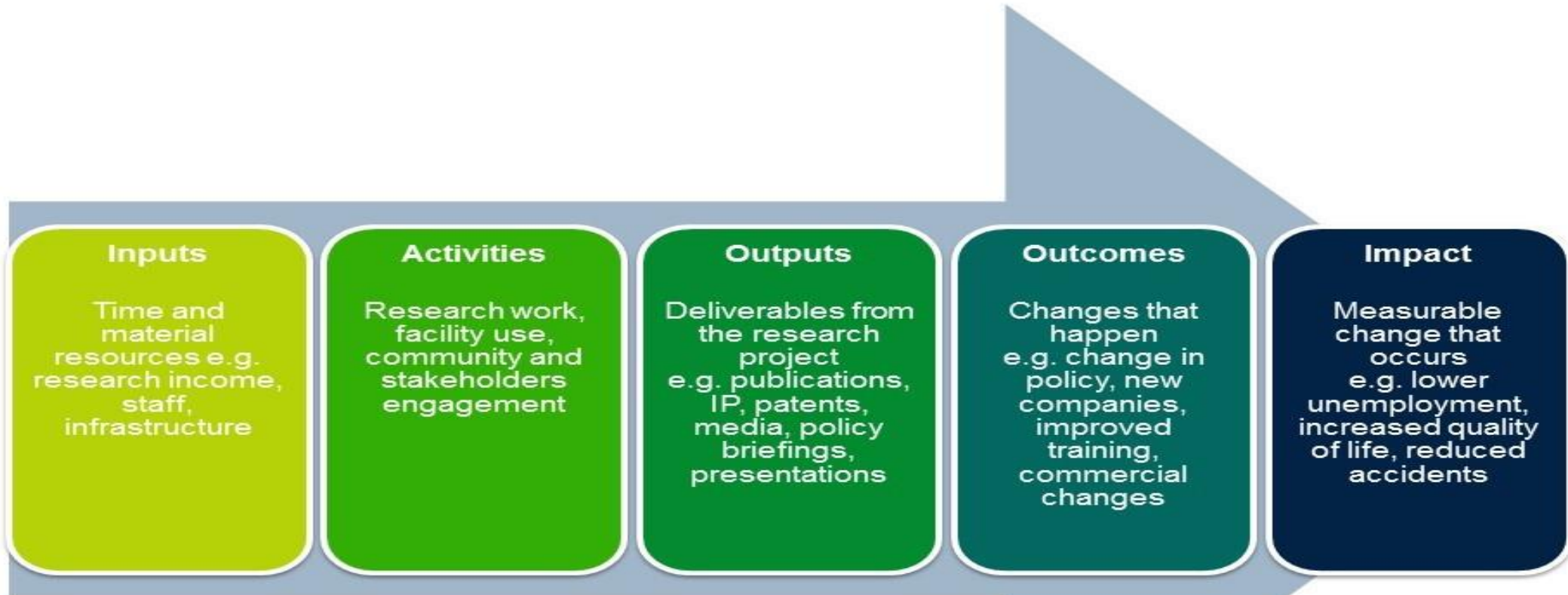
- Any provable **Effect** (**Benefits**) of Research in Real World is called impact.



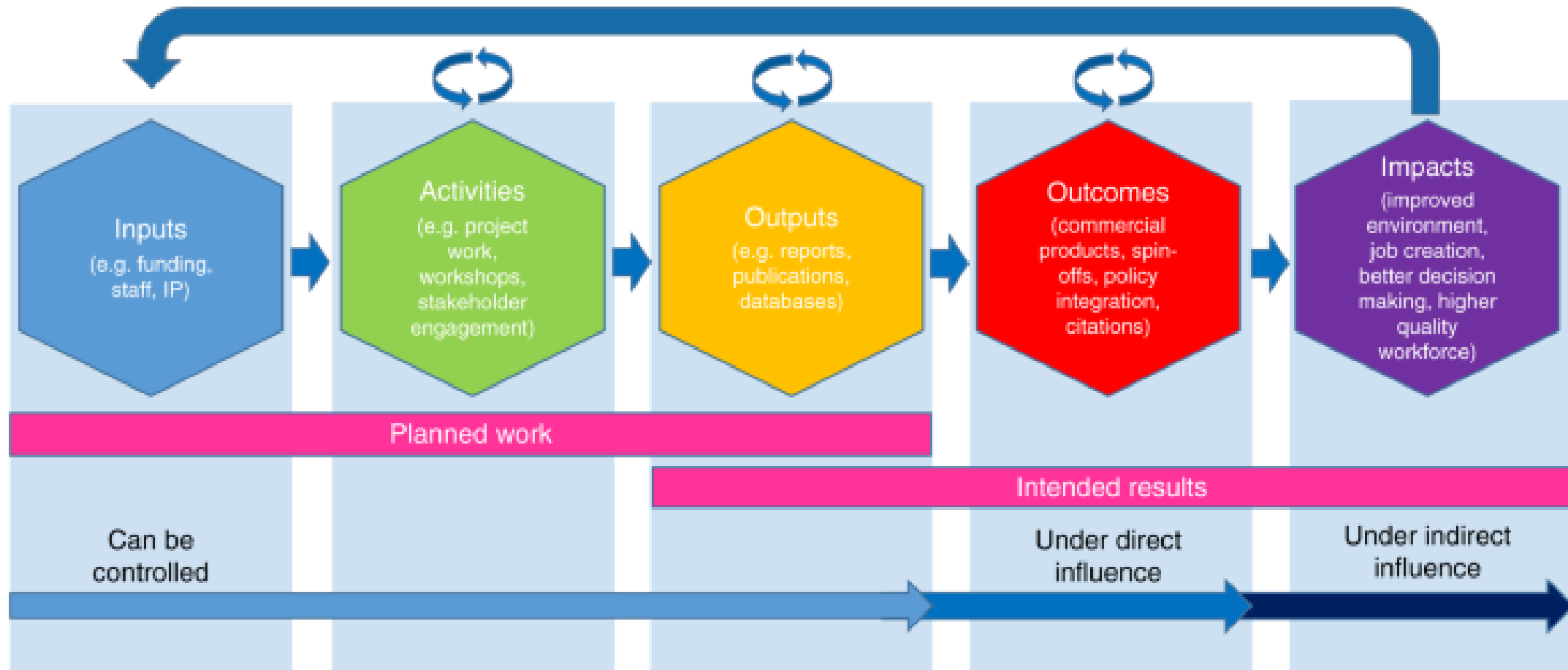
# Research Impact Application

- Research impact is taken into account when **research groups** are being **evaluated** formally, but also when your own your **academic** work or **career** is being **evaluated** for **funding, promotion** or **appointments**.
- Researchers use **different strategies** to improve their potential research impact in all phases of the publishing process.

# Pathways to **Research Impact** and **Engagement**



# Research Impact Assessment



# A Real Case of Research Impact!

## Original Paper

HORMONE  
RESEARCH

Horm Res 2004;62:79–83  
DOI: [10.1159/000079392](https://doi.org/10.1159/000079392)

Received: September 27, 2003  
Accepted: April 20, 2004  
Published online: June 24, 2004

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## Prevalence of Congenital Hypothyroidism in Isfahan, Iran: Results of a Survey on 20,000 Neonates

Mahin Hashemipour<sup>a,b</sup> Massoud Amini<sup>a,b</sup> Ramin Iranpour<sup>b</sup>  
Gholam Hossein Sadri<sup>c</sup> Narges Javaheri<sup>a</sup> Sassan Haghghi<sup>a</sup>  
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Isfahan, Iran

# A Real Case of Research Impact!

> [Horm Res. 2004;62\(2\):79-83. doi: 10.1159/000079392. Epub 2004 Jun 24.](#)

## Prevalence of congenital hypothyroidism in Isfahan, Iran: results of a survey on 20,000 neonates

Mahin Hashemipour <sup>1</sup>, Massoud Amini, Ramin Iranpour, Gholam Hossein Sadri, Narges Javaheri, Sassan Haghighi, Silva Hovsepian, Abbas Ali Javadi, Mahdi Nematbakhsh, Goshtasb Sattari

Affiliations + expand

MID: 15237248 DOI: [10.1159/000079392](#)

### Abstract

**Aims:** To evaluate the prevalence of congenital hypothyroidism (CH) in a screening program performed for the first time in Isfahan, Iran.

**Methods:** From May 2002 to December 2002, T4 and TSH serum concentrations of 20,000 3- to 7-day-old newborns, born in all 17 hospitals of the city, were measured by radioimmunoassay and immunoradiometric assay, respectively. The newborns with abnormal screening results (TSH >20 mIU/l, T4 <6.5 microg/dl and based on the weight) were re-examined.

**Results:** Of 531 recalled subjects (recall rate 2.6%), 54 were confirmed to be hypothyroid, showing a prevalence of 1:370 for CH.

**Conclusion:** Considering the high frequency of CH, the necessity of implementing a routine screening program in the healthcare system of Isfahan Province is emphasized.



به نام خالق هستی



غربالگری کشوری نوزادان  
وزارت بهداشت، درمان آموزش پزشکی

## برنامه کشوری غربالگری بیماری کم کاری تیروئید نوزادان

دستورالعمل ویژه کارشناس

نویسندگان:

دکتر شهین یاراحمدی

دکتر نسرين آژنگ

زیر نظر:

دکتر علیرضا مصداقی‌نیا

دکتر کورش اعتماد

دکتر سید محمد علوی‌نیا

## تاریخچه و طراحی برنامه کشوری غربالگری بیماری کم کاری تیروئید نوزادان در ایران

با توجه به گذار اپیدمیولوژیک از شیوع و بروز بالای بیماری‌های واگیر به غیرواگیر در سال‌های اخیر، مداخله در هر سه سطح پیشگیری (اولیه، ثانویه و ثالثیه) در مدیریت بیماری‌های غیرواگیر جزو اولویت‌های بهداشتی کشور قرار گرفته است.

در دهه ۶۰ و قبل از اجرای برنامه غنی سازی نمک با ید، دکتر عزیزی و همکاران‌شان اقدام به غربالگری نوزادان برای بیماری کم کاری تیروئید کردند. اما به علت کمبود ید میزان فراخوان بسیار بالا بود، لذا این اقدام پس از مدتی متوقف گردید.

مطالعاتی در ارتباط با میزان بروز بیماری کم کاری تیروئید در دانشگاه‌های علوم پزشکی مختلف (دکتر عزیزی و همکاران - دانشگاه شهید بهشتی، دکتر کرمی‌زاده و همکاران - دانشگاه فارس و دکتر هاشمی‌پور و همکاران - دانشگاه اصفهان) انجام شد.

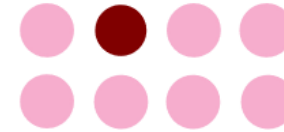
نتایج حاصل از کلیه این مطالعات نشان داد که بروز بیماری کم کاری تیروئید در نوزادان کشور بسیار بالاست. با توجه به پژوهش‌های انجام شده در اصفهان، تهران و شیراز، بروز کم کاری تیروئید در کشور ۱ بیمار در هر ۱۰۰۰ نوزاد زنده متولد شده تخمین زده شد.

تخمین زده شد.

OUTCOME



به نام پروردگار هستی



غبالگری کشوری نوزادان  
وزارت بهداشت، درمان و آموزش پزشکی

## برنامه کشوری

# غربالگری بیماری کم کاری تیروئید نوزادان

## دستورالعمل ویژه بهورز و مراقب سلامت

نویسندگان

دکتر شهین یاراحمدی

دکتر نسرين آژنگ

بیماری کم کاری تیروئید نوزادان، وضعیتی از کمبود هورمون تیروئید قابل درمان است که در صورت عدم تشخیص به هنگام و یا درمان نامناسب، می تواند موجب بروز عقب ماندگی شدید و اختلال در رشد کودک شود. عدم تشخیص و درمان مناسب و به هنگام بیماری در مبتلایان، بار بیماری سنگینی را بر خانواده و جامعه وارد می کند. در حالی که در صورت تشخیص به هنگام، درمان ساده، آسان، ارزان و موثر است. با غربالگری نوزادان و شناسایی بیماران و درمان مناسب آنان، عوارض جدی بیماری اتفاق نیفتاده و با حفظ ضریب هوشی طبیعی در بیمار، فردی مولد و سالم به جامعه تحویل داده می شود.

ادغام برنامه کشوری غربالگری نوزادان برای بیماری کم کاری تیروئید، در مهر ماه سال ۱۳۸۴، اجرای هم زمان آن در روستاها و شهرها، دستیابی به پوشش بیش از ۹۷٪ در کمترین زمان ممکن، شروع درمان در کلیه بیماران شناسایی شده، حفظ ضریب هوشی طبیعی در همه بیماران تحت درمان، دارا بودن هزینه به سود ۱ به ۲۲ و بسترسازی مناسب برای غربالگری دیگر بیماری های مهم و قابل غربالگری در نوزادان، از ویژگی های مهمی است که این برنامه را در دنیا بی نظیر کرده است.

تاکنون بیش از ۱۲ میلیون نوزاد غربالگری شده و تعداد زیادی بیمار شناسایی و درمان شده اند. بدون اجرای این برنامه عقب ماندگی ذهنی در درجات مختلف در این بیماران غیر قابل اجتناب بود.

IMPACT

# A Real Case of Research Impact!

شیوع بالای بیماری، عوارض جبران‌ناپذیر مغزی بیماری در صورت عدم تشخیص و درمان به‌موقع که تنها با غربالگری دوران نوزادی قابل‌پیشگیری است و از طرف دیگر مقرون‌به‌صرفه بودن اجرای برنامه در کشور مسئولین وزارت بهداشت درمان و آموزش پزشکی را بر آن داشت تا برنامه غربالگری را در سطح ملی به اجرا درآورند. لذا با استفاده از نتایج و تجارب به‌دست‌آمده طرح غربالگری کم‌کاری مادر زادی تیروئید در سطح کشور به‌عنوان یک برنامه ملی طراحی گردید و در سال 1382 در اولین برنامه کشوری به‌طور آزمایشی در استان‌های اصفهان، بوشهر و شهر شیراز اجرا شد و نهایتاً از سال 1384 این برنامه در سیستم سلامت کشور ادغام‌شده است. از زمان اجرای برنامه در سطح ملی تا آبان ماه سال جاری مجموعاً شش میلیون و هفتصد هزار نوزاد (49 درصد نوزاد دختر و 51 درصد نوزاد پسر) تحت غربالگری قرارگرفته که پانزده هزار نفر آزمودن غربالگری مثبت داشته و اقدامات تشخیصی و درمانی بر طبق دستورالعمل کمیته علمی کشوری برای آنان انجام‌شده است. این برنامه در مجموع حدود 95 درصد زایمان‌های شهری و روستایی را تحت پوشش قرار داده و میزان فراخوان برنامه 9/2 درصد است.

# A Real Case of Research Impact!

PlumX Metrics

Sign in ?

Embed PlumX Metrics



Prevalence of congenital hypothyroidism in Isfahan, Iran: Results of a survey on 20,000 neonates

59

Citations

94

Usage

27

Captures

Metric Options:  Counts  1 Year  3 Year ⓘ

Citation Data: Hormone Research, ISSN: 0301-0163, Vol: 62, Issue: 2, Page: 79-83

Publication Year: 2004

## Scopus metrics

59 50th percentile

Citations in Scopus

0.33

Field-Weighted citation impact ?

Views count ?

Last updated on 18 June 2021

8

Views count 2021

48

Views count 2013-2022

### Metrics Details

#### CITATIONS 59

Citation 59

Indexes

Scopus ↗ 59

CrossRef 13

#### USAGE 94

Abstract Views 88

\*EBSCO 88

Full Text Views 6

\*EBSCO 6

Historical data only

### Review Description

Aims: To evaluate the prevalence of congenital hypothyroidism (CH) in a screening program performed for the first time in Isfahan, Iran. Methods: From May 2002 to December 2002, T and TSH serum concentrations of 20,000 3- to 7-day-old newborns, born in all 17 hospitals of the city, were measured by radioimmunoassay and immunoradiometric

The newborns with a

Show more ▾

### Bibliographic Details

# What is Research Impact?

- Research **funders** and research **organizations** globally are looking to **measure impact** .
- The impacts are not easily **recognized & quantified**.
- There can be considerable **time lags** between research and impact.
- Impact is often made from **accumulated knowledge** and **not a specific research finding**.

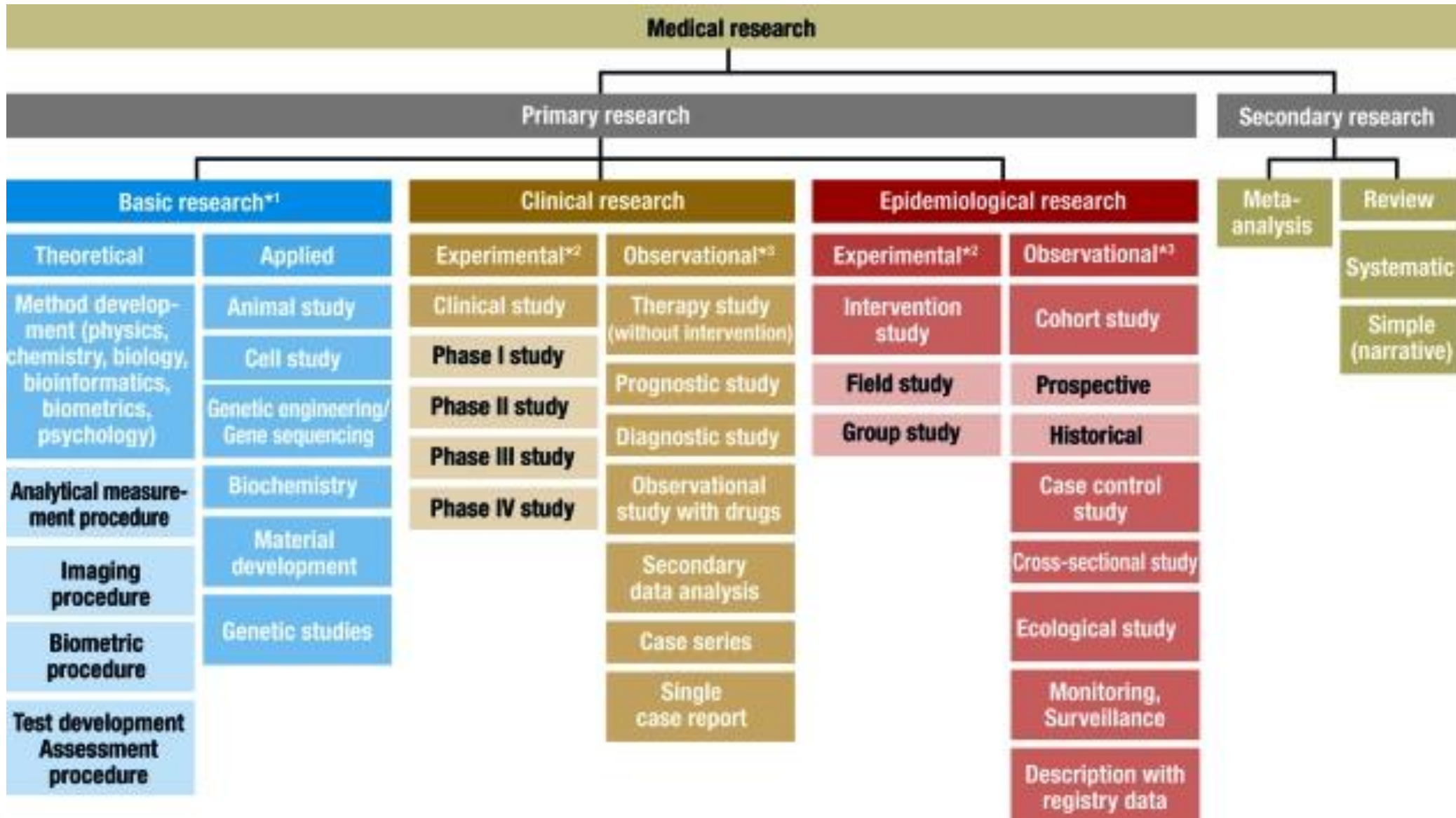
# Research **Impact Goals** & Application

- What **type** of **impact** you are trying to achieve?
- **Who** will **benefit** from your research?
- **How** will they **benefit**?
- **How** can you **measure** this impact?
- **How** can you capture & provide **evidence** of this?

# A Quick Look at: Steps in **Scientific Writing**

- **Design** well
- Decide politics
- Choose journal
- Read instructions to authors/papers
- Set framework
- Prepare drafts
- Distribute
- Polish
- Submit

# Which Type of Study Makes the Research Impact?



# Different Types of Impacts

- Research impact
- Social impact
- Clinical impact
- Economic impact
- Environmental impact
- Impact on health and wellbeing
- Policy influence and change
- Technological developments



# Altmetrics (**Alternative Metrics**) **Article Level Metrics**

- Scores article **social impact** & Monitors “mentions” in **society**

- Conventional Media
- Social Media
- Reference Managers
- Post-pub & Peer-review Sites



## Score in context

Is one of the highest ever scores in this journal (ranked #1 of 3,692)

[show more...](#)

## Mentioned by



## Readers on



## Track this article

- [Get email updates when this article is shared](#)

# Altmetrics (**Alternative Metrics**)

## **Article Level Metrics**

Article metrics | Last updated: Mon, 27 Jun 2022 3:05:26 Z

### The toxic truth about sugar

#### Access & Citations

---

165k

Article Accesses

467

[Web of Science](#)

475

[CrossRef](#)

Citation counts are provided from Web of Science and CrossRef. The counts may vary by service, and are reliant on the availability of their data. Counts will update daily once available.

#### Online attention

---



- 1625 tweeters
- 22 Google+ users
- 4 Redditors
- 660 Mendeley
- 33 blogs
- 49 news outlets
- 7 Video uploaders
- 6 Citeulike
- 53 Facebook pages
- 1 LinkedIn users
- 7 Wikipedia page

This article is in the 99<sup>th</sup> percentile (ranked 9<sup>th</sup>) of the 248,715 tracked articles of a similar age in all journals and the 99<sup>th</sup> percentile (ranked 2<sup>nd</sup>) of the 1,093 tracked articles of a similar age in *Nature*

Altmetric calculates a score based on the online attention an article receives. Each coloured thread in the circle represents a different type of online attention. The number in the centre is the Altmetric score. Social media and mainstream news media are the main sources that calculate the score. Reference managers such as Mendeley are also tracked but do not contribute to the score. Older articles often score higher because they have had more time to get noticed. To account for this, Altmetric has included the context data for other articles of a similar age.

# Altmetrics (**Alternative Metrics**)

## **Article Level Metrics**

Article metrics | Last updated: Mon, 27 Jun 2022 8:20:19 Z

### Effect of a vitamin/mineral supplement on children and adults with autism

#### Access & Citations

51k  
Article Accesses

114  
[Web of Science](#)

140  
[CrossRef](#)

Citation counts are provided from Web of Science and CrossRef. The counts may vary by service, and are reliant on the availability of their data. Counts will update daily once available.

#### Online attention



- 75 tweeters
- 35 Google+ users
- 1 Wikipedia page
- 343 Mendeley
- 3 blogs
- 1 news outlets
- 55 Facebook pages
- 1 Pinterest

This article is in the 99<sup>th</sup> percentile (ranked 1,544<sup>th</sup>) of the 247,988 tracked articles of a similar age in all journals and the 98<sup>th</sup> percentile (ranked 1<sup>st</sup>) of the 86 tracked articles of a similar age in *BMC Pediatrics*

Altmetric calculates a score based on the online attention an article receives. Each coloured thread in the circle represents a different type of online attention. The number in the centre is the Altmetric score. Social media and mainstream news media are the main sources that calculate the score. Reference managers such as Mendeley are also tracked but do not contribute to the score. Older articles often score higher because they have had more time to get noticed. To account for this, Altmetric has included the context data for other articles of a similar age.



RETURN TO ISSUE | &lt; PREV TECHNICAL NOTE NEXT &gt;

# Tattoo-Based Noninvasive Glucose Monitoring: A Proof-of-Concept Study

Amay J. Bandodkar, Wenzhao Jia, Ceren Yardimci, Xuan Wang, Julian Ramirez, and Joseph Wang\*

## View Author Information ▾

✓ Cite this: *Anal. Chem.* 2015, 87, 1, 394–398

Publication Date: December 12, 2014 ▾

<https://doi.org/10.1021/ac504300n>

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PDF (1 MB)

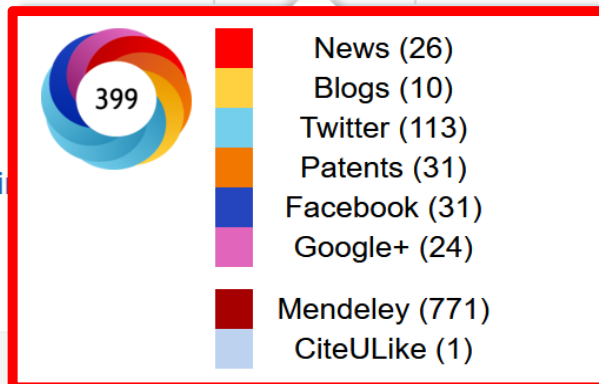
Supporti

Article Views  
**80129**

Altmetric  
**399**

Citations  
**459**

Share Add to Export



Analytical Chemistry

## Abstract

We present a proof-of-concept demonstration of an all-printed temporary tattoo-based glucose sensor for noninvasive glycemic monitoring. The sensor represents the first example of an easy-to-wear flexible tattoo-based



# Altmetric (**Alternative Metrics**) **Article Level Metrics**

- Evaluate your publication **Social Impact**
- **Benchmark** your article effect against others
- Connect to **discussion** on your article
- Shows **decisions made** based on your papers
- **Communicate impact** to people, colleagues etc.
- Increasingly....demonstrate **societal impact** to **funders**

# Five Categories to Learn:

## Citations

- **Citations:** **Traditional** index which also citations that help indicate societal impact such as Clinical or Policy Citations.
- Examples: **citation** indexes, **patent** citations, **clinical** citations, **policy** citations.
- **Sources:** Web of Science, Scopus, Google Scholar, ...

# Five Categories to Learn:

## Usage

- **Usage:** A way to signal if anyone is **reading the articles** or otherwise **using the research**. Usage is the number one statistic researchers want to know **after citations**.
- **Sources:** Clicks, Downloads, Views, Library Holdings, Video Plays.



# Five Categories to Learn:

## Captures

- **Captures:** Indicates that someone wants to **come back** to the work. Captures can be an **leading indicator** of **future citations**.
- **Sources:** **Bookmarks**, Code Forks, Favorites, Readers, Watchers.



# Five Categories to Learn:

## Mentions

- **Mentions:** Measurement of activities such as **news articles** or blog posts about research. Mentions is a way to tell that people are **truly engaging with the research**.
- **Sources:** Blog Posts, **Comments**, Reviews, Wikipedia References, News Media.

# Five Categories to Learn:

## Social Media

- **Social Media:** This category includes the tweets, Facebook likes, etc. that reference the research. Social Media can attract attention. Social media can also be a good measure of how well a particular piece of research has been promoted.
- **Examples:** Facebook, Twitter, ...
- **Sources:** Shares, Likes, Comments, Tweets

# Papers Different **Impact Measures**

	<b>Index</b>	<b>Measuring Systems</b>
1	View	Academia, ResearchGate, PloS, Different Publishers
2	Downloaded/Saved	Mendeley, Different Publishers, PloS
3	Discussed	Wikipedia, Facebook, Blogs, ScienceSeeker
4	Recommended	F1000 Prime
5	Citations	Web of Science, Scopus, Google Scholar, CorssRef, Patent Citation,
6	Mentions	Blogs, News, Reddit, Wikipedia
7	Shares, Likes & Comments	Facebook, Twitter



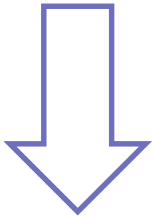
# Altmetric (**Alternative Metrics**) **Article Level Metrics Benefits**

- Wide Used Resourced, NOT limited to indexed Journals
- Goof for Young Researchers
- Shows immediate impact, No more time needed
- Free, No Subscription required
- Article Level Metrics instead of Journal Level Metrics



Article Usage  
(Downloads)

Academic  
Citation



Blog Coverage	News Coverage
Non-Scholarly Citation	Community Input

# Dissemination, Altmetrics, Citations & Impact

- **Dissemination** is not impact, even if you have the impressive number of **reads**, **downloads**, **views** or **use**.
- How did you know if anyone **really used** it or learned from it, benefitted or did anything different as results.
- Keep asking, **what happened next?!**



# The **Impact** Story

**Citation** ≠ Impact

**Altmetrics** ≠ Impact

# Research **Visibility** & Impact

- You may consider your research papers visibility in **2** stage:
  1. **Pre-publication** Phase Visibility
  2. **Post-publication** Phase Visibility





# Research Impact Story

- Pre-Research Execution
- Post-Research Execution
  
- Pre-Publication
- Post-Publication



# Publication Process



# Business Plan for Your Article

1. **Preparing** your article
2. **Publishing** your article
3. **Promoting** your published article
4. **Monitoring** your article

# Business Plan for Your Article

## ■ Pre-Publication

- Preparing your article
- Publishing your article

## ■ Post-Publication

- Promoting your published article
- Monitoring your article



# Research Impact Story

- Pre-Research Execution
- Post-Research Execution
  
- Pre-Publication
- Post-Publication

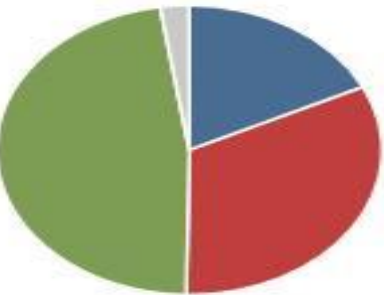
# Pre-Publication (Pre-Research Execution)

- Select Research topics with a **high potential** academic and/or societal relevance.
- Consider the related **Hot Topics**.
- Consider the study types & designs like **reviews**.
- Don't forget that a **good topic** will result in a **good impact**.

# How **Collaborations** Increase Research Impact?



# Institutional, National & International Collaboration & Its Effect on Citation

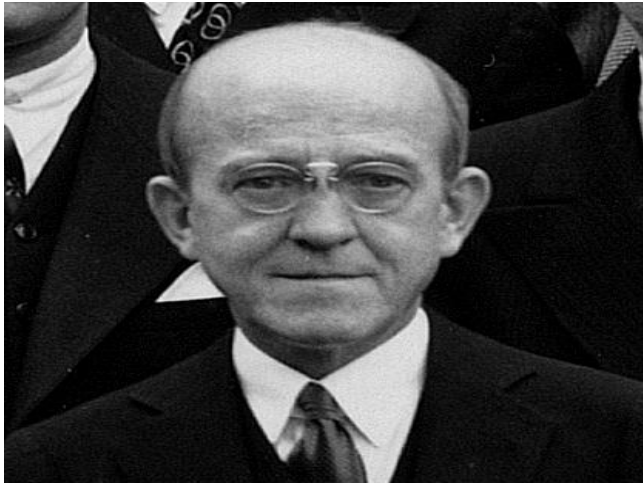


Metric		Publications	Citations per Publication
International collaboration	17.8%	641	5.3
Only national collaboration	32.4%	1,168	3.5
Only institutional collaboration	47.3%	1,704	2.7
Single authorship (no collaboration)	2.4%	87	2.8



# Preparing Your Article

- Spend time on **abstract and introduction & conclusion**
- Use **easy to understand** charts and **professional** illustrations
- Use **clear and correct** manuscript **language**
- Consider **Brevity** in paper, **Conciseness & Precision** in title
- **Sharing** research data



Oswald Avery (1877-1955)

1944: DNA is genes  
= function

*(nearly) Forgotten*



Jim Watson (1928-Current)  
Francis Crick (1916-2004)

1953: DNA two intertwined  
spirals

= structure  
*Immortal*

# Writing Does Matter



A structure for Desoxyribose  
Nucleic Acid

*Nature* 1953, 737-738

~900 words, 1 sketch  
1<sup>st</sup> mention of DNA: 2<sup>nd</sup> line

*"It has not escaped our notice that the specific pairing we have postulated immediately suggests a possible copying mechanism for the genetic material."*

Studies on the Chemical Nature  
of the Substance Inducing  
Transformation of Pneumococcal  
Types

*J. Exp. Med.* 1944, 137-158



~7'500 words, 4 tables  
1<sup>st</sup> mention of DNA: p9/23

*"The evidence presented supports the belief that a nucleic acid of the desoxyribose type is the fundamental unit of the transforming principle of Pneumococcus Type III."*

# Pre-Publication (Pre-Research Execution)

- Ensure your research output has a **clear title** that is **direct** and **concise**. This will **promote readership** and **attract citations** from beyond your own discipline.
- Think about writing a **plain language summary** of your research that is understandable to a non-specialist audience including public or researchers from other disciplines



# Enrich Your Article

**Enrich** Your Article to present your research in the **best possible** way

- **S**earch **E**ngine **O**ptimization (keywords, Captions, Highlights)
- Using **Multimedia** (Editorial Podcasts, AudioSlides)
- **Graphical** Abstract

# Highlights Gynecologic Oncology Journal Example

## Cervical Cancer

- [The efficacy and safety of neoadjuvant chemotherapy in the treatment of locally advanced cervical cancer: A randomized multicenter study](#) Original Research Article



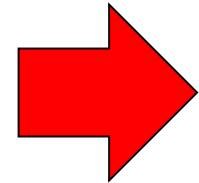
*Pages 231-239*

Zhijun Yang, Dandan Chen, Jieqing Zhang, Desheng Yao, Kun Gao, He Wang, Cui Liu, Jiang Yu, Li Li

[▶ Abstract](#) | [▼ Close research highlights](#) |  [PDF \(909 K\)](#)

### Highlights

- NACT reduces rate of patients requiring postoperative radiation by eliminating pathological risk factors, including LVSI and deep stromal invasion.
- IP as neoadjuvant chemotherapy has similar efficacy comparing to TP, but higher rates of neutropenia and diarrhea.
- LVSI was the only factor that indicates prognosis.



# Graphical Abstract

## Gynecologic Oncology Journal Example

### Reviews

- ☐ The sentinel node procedure in early stage cervical cancer, taking the next step; a diagnostic review Review

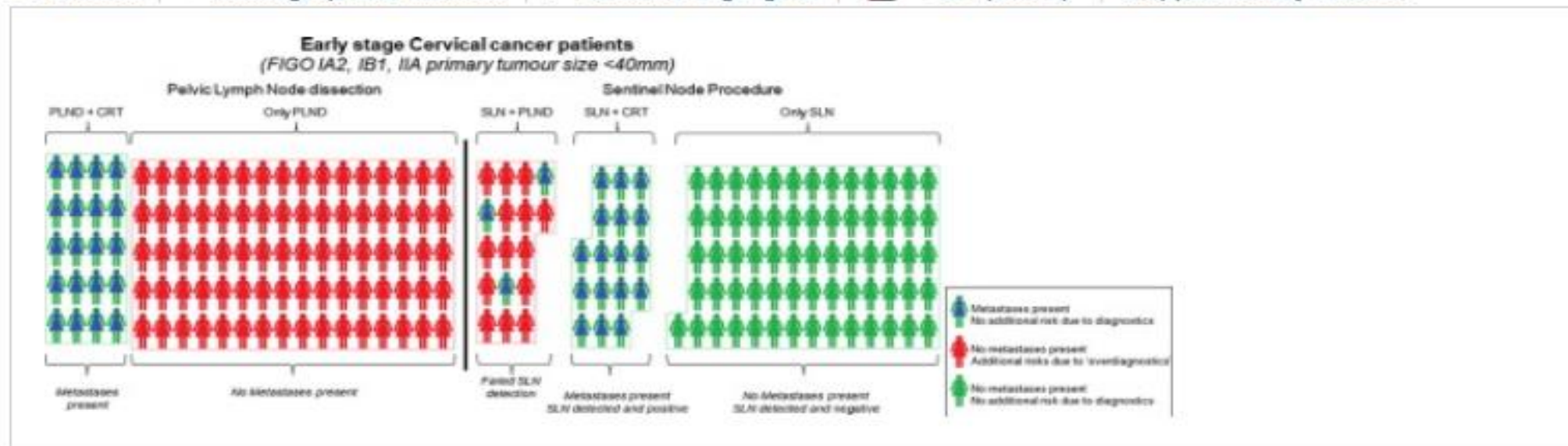


Article

Pages 559-567

Casper Tax, Maroeska M. Rovers, Corine de Graaf, Petra L.M. Zusterzeel, Ruud L.M. Bekkers

▶ Abstract | ▼ Close graphical abstract | ▶ Research highlights | PDF (883 K) | Supplementary content



# Graphical Abstract

## Gynecologic Oncology Journal Example

☐ Hepatocyte growth factor secreted by ovarian cancer cells stimulates peritoneal implantation via the mesothelial–mesenchymal transition of the peritoneum Original Research Article

Pages 345-354

Michihiko Nakamura, Yoshihiro J. Ono, Masanori Kanemura, Tomohito Tanaka, Masami Hayashi, Yoshito Terai, Masahide Ohmichi

▶ Abstract

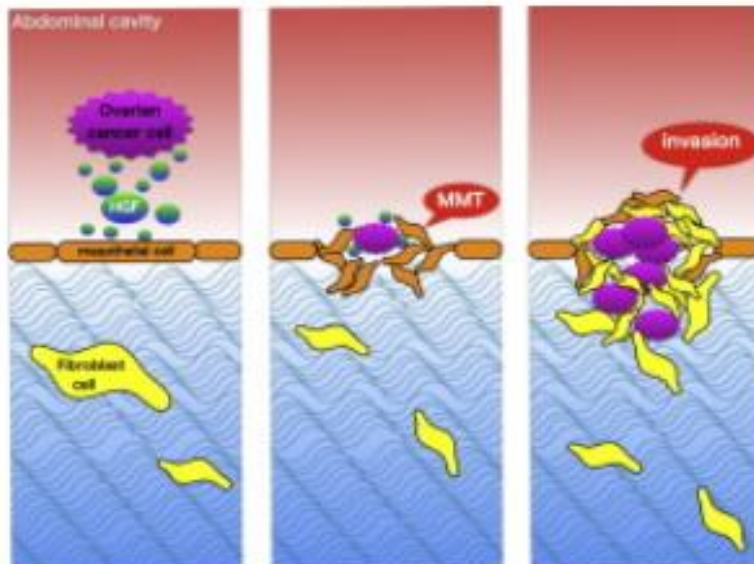
▼ Close graphical abstract

▶ Research highlights



PDF (1873 K)

Supplementary content







# Business Plan for Your Article

1. **Preparing** your article
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4. **Monitoring** your article

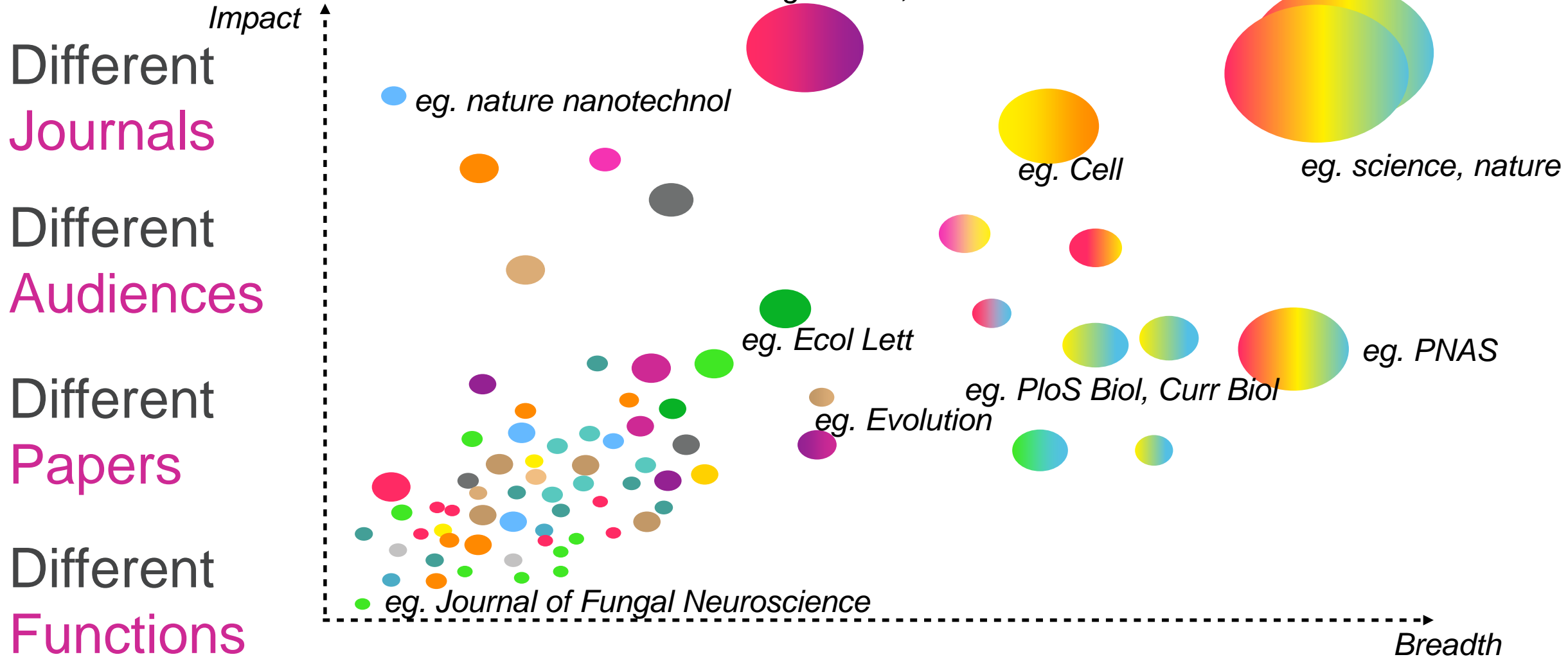
# Pre-Publication (Pre-Research Execution)

- Choose the **Right Journal** to publish your manuscript
- Consider **Open Access Journals**
- Consider **the indexing Database** of target Journal

# Considerations in **Selecting a Journal**

1. National or international audience?
2. Language?
3. Databases indexes Journal?
4. Multidisciplinary or specialty journals?
5. The journal's content area/scope?
6. Chances of acceptance?
7. What about the impact factor?
8. Practical matters (time to publication, etc.)

# The Journal Spectrum



# Elsevier Journal Finder

<http://journalfinder.elsevier.com>

ELSEVIER

[Send us feedback](#)

## Find the perfect journal for your article

Elsevier® Journal Finder helps you find journals that could be best suited for publishing your scientific article. Please also consult the journal's Aims and Scope for further guidance. Ultimately, the Editor will decide on how well your article matches the journal.

Powered by the [Elsevier Fingerprint Engine™](#), Elsevier Journal Finder uses smart search technology and field-of-research specific vocabularies to match your article to Elsevier journals.

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### Paper abstract

### Fields of research

Optional: refine your search by selecting up to three research fields

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[Economics](#)

[Materials Science and Engineering](#)

[GeoSciences](#)

[Humanities and Arts](#)

[Life and Health Sciences](#)

# Springer Journal Selector

<http://www.springer.com/gp/authors-editors/journal-author/journal-author-helpdesk/preparation/1276>

## Springer journal selector

[t.. Top](#)

### How It Works

Select the journal that suits your research best from over 2,600 Springer publications.

The Springer Journal Selector uses semantic technology to help you quickly choose the Springer journal that is right for your paper.

Enter your abstract, description of your research, or a sample text and the Springer Journal Selector provides a list of relevant journals. You can refine the results based on requirements for Impact Factor or publishing model, including an option to match to journals that are fully open access or have open access options.

### Enter your abstract or article description

*the period of investigation, it is found that the troposphere temperature has increased by about 0.033 °C/year at Helwan, Egypt, 0.03 °C/year at Coimbra, Portugal, and 0.028 °C/year in Hurbanovo/Stará Lesná, Slovakia. The Sq geomagnetic variations depend on the intensity of the electric currents generated by the effect of solar radiation in the ionosphere.*

# Taylor & Francis Journal Selector

<https://authorservices.taylorandfrancis.com/publishing-your-research/choosing-a-journal/journal-suggester/>

[Search current calls for papers](#)

[Try the Taylor & Francis Journal Suggester](#)



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Home > [How to publish your research](#) > [Choosing a journal](#) > Taylor & Francis Journal Suggester

## Journal Suggester

BETA

Helping you find the best home for your research article

### There are two easy steps

Step 1: Paste in the full abstract of your article.

*The suggestions will be more accurate if you use a full abstract containing relevant keywords.*

Step 2: Click on 'Reveal suggested journals' to see a short description of the journal and some citation and speed metrics.

Paste your abstract here...

[Reveal suggested journals](#)

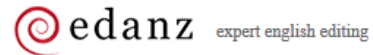
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[View our FAQ page](#)

Feedback

# Edanz Journal Selector

<https://www.edanzediting.com/journal-selector>



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## Journal Selector

### Edanz Journal Selector

Search over **28,403** journals and **11,437,701** abstracts to find the journal that's right for you

General



#### Search & Find

Search by keyword, field of study, journal name, publisher or abstract.

Enter your unpublished abstract and we'll find the best possible journals that have published relevant papers.



#### Sort & Filter

Sort results by title, impact factor or frequency.

Filter results by field of study, impact factor range, SCI-E Index and Open Access options.



#### Make a Decision

Access detailed information about the journal to make a more informed decision.

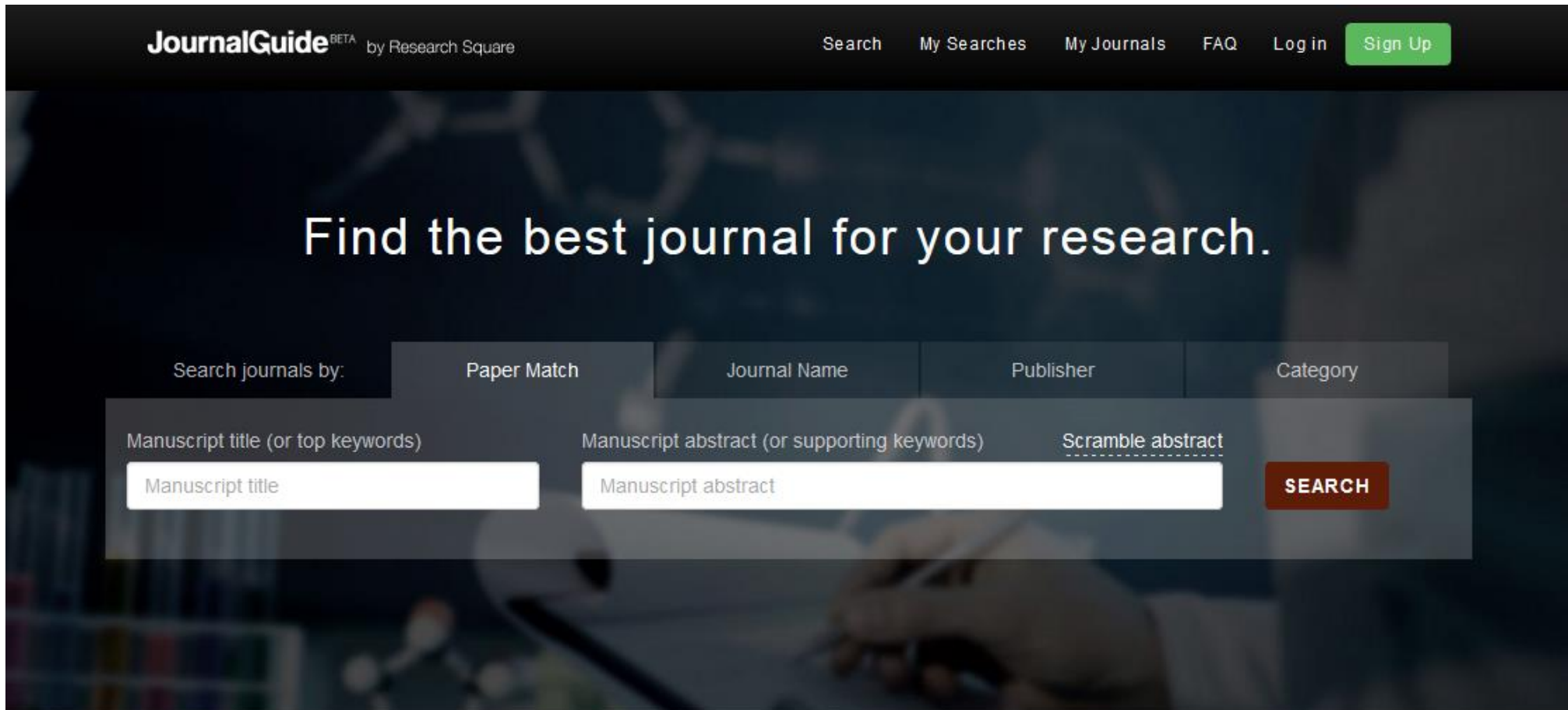


[Leave a message](#)



# Journal Guide

<https://www.journalguide.com/>



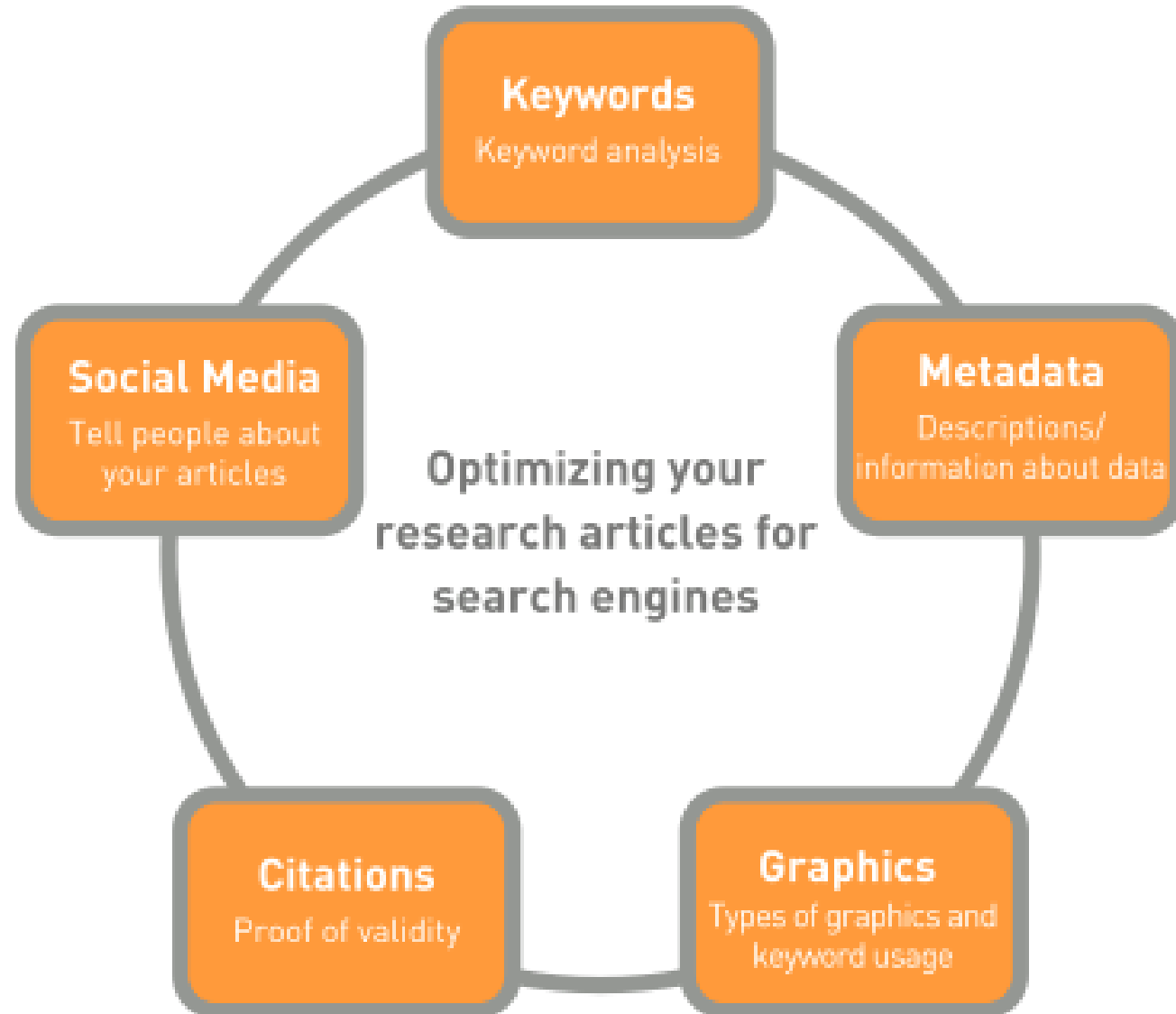
The screenshot shows the JournalGuide website interface. At the top, there is a navigation bar with the logo "JournalGuide<sup>BETA</sup> by Research Square" on the left and links for "Search", "My Searches", "My Journals", "FAQ", "Log in", and a green "Sign Up" button on the right. Below the navigation bar, a large banner area contains the text "Find the best journal for your research." in white. Underneath the banner is a search form with a dark background. The form has a header "Search journals by:" followed by five tabs: "Paper Match", "Journal Name", "Publisher", and "Category". Below the tabs are three input fields: "Manuscript title (or top keywords)" with a white input box containing "Manuscript title", "Manuscript abstract (or supporting keywords)" with a white input box containing "Manuscript abstract", and "Scramble abstract" with a dashed underline. To the right of these fields is a dark red "SEARCH" button.

**Data update:** Journal Impact Factor is not currently displayed on JournalGuide. [Read more here.](#)

# Optimizing articles for search-engines (SEO)

- Although search engine optimization (SEO) is usually associated with websites and webpages, it can be used for scientific articles as well.
- Not only to ensure that articles are found (crawled) and indexed, but also to influence the position where the articles are displayed in the results list.
- Just like any other type of ranked search results, articles displayed in top positions are more likely to be read and cited.

# How to SEO your articles



# Pre-Publication (Pre-Research Execution)

- Use Alternative and/or parallel publishing channels, such as **Pre-print Services** and **Pre-print Servers** to generate feedback and interest in your publication (e.g. arXiv.org e-print service and others)



# Research Impact Story

- Pre-Research Execution
  - Post-Research Execution
- 
- Pre-Publication
  - Post-Publication

# Business Plan for Your Article

## ■ Pre-Publication

- Preparing your article
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## ■ Post-Publication

- Promoting your published article
- Monitoring your article



# Promoting your published article

# Post-Publication (Post-Research Execution)

- Writing and publishing your scholarly article is not the final step. You must **Market** your research.
- To maximize your research impact, you must inform everyone in your **academic** and **social networks** about it.
- Use **social media** to discuss your article or study, focusing on **special interest groups**.



# Impact & So **Correlated** With **Visibility**

- To make an **impact**, first you have to make **yourself** & your work **visible**.
- The more **visible** you are, the more **probable** you make an **impact**.
- The ways for researchers to increase their visibility and impact are different across different.

# Make & Mind Your Academic Profiles

- Use & Update **Author Identifiers** and **Profiles**:
  - ORCID
  - Google Scholar
  - ResearcherID (Publons)
  - Scopus Author ID
  - Loop

# Post-Publication (Post-Research Execution)

- Share links to your abstract or publication on [Academia](#), [LinkedIn](#), on your [website](#), your academic institution's profile page, [Facebook](#), [Twitter](#), etc.
- When publisher policy permits, post your article/study (or author version) to:
  - Subject repositories, (e.g. SSRN, DOAJ, PubMed Central)
  - [Mendeley](#), [ResearchGate](#), [Academia](#) and elsewhere

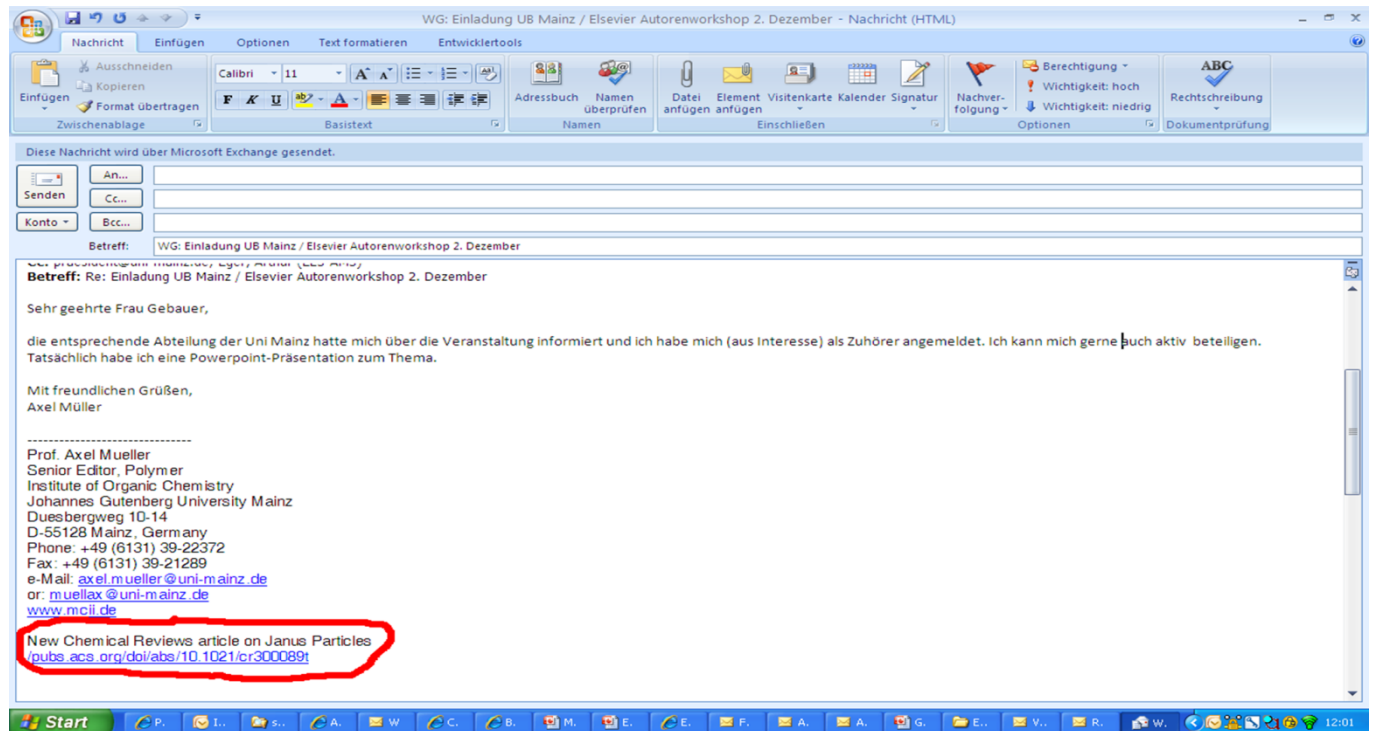


# Promoting your article

1. Press Release
2. Conferences
3. Media relations
4. Shared links to your article
5. Online CV
6. Social Networks

# Share links to your article

- Customized short link with free access
- Link from university website & Emails to boost SEO



# Social Networks

Maximize your research impact of your published papers through Social Networks





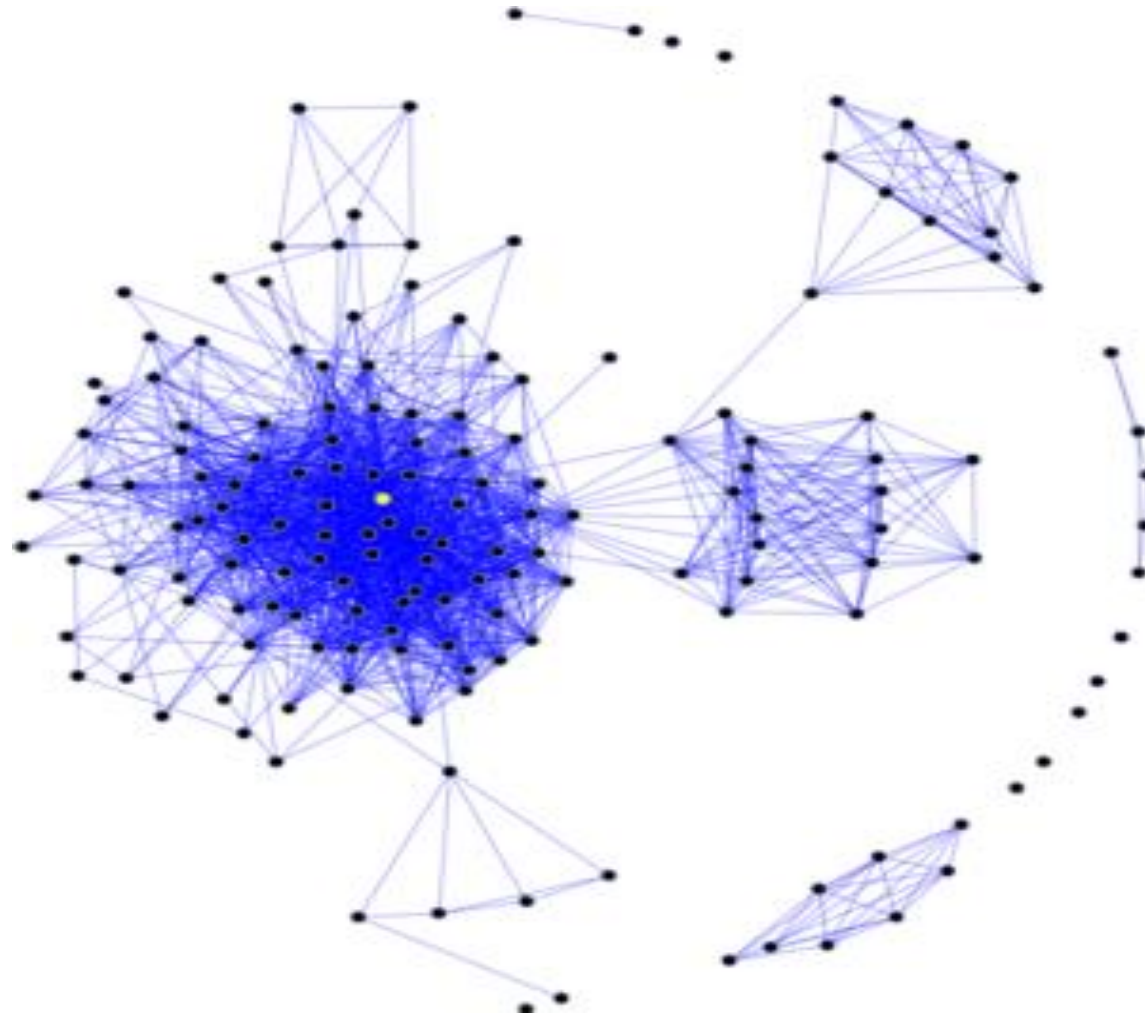
# Academic Social Networks

# What is a **Social Network**?

- A social network is a social structure **made up of individuals** which are connected by **one or more specific types of interdependency**, such as **friendship, common interest, relationships of beliefs, knowledge or prestige.**



# Social Network Analysis



# Examples of **Social** Networks

## **Scientific** Social Networks

- <http://www.researchgate.net/>
- <http://www.academia.edu/>
- <http://www.mendeley.com/>

## **General** Social Networks

- <http://www.facebook.com>
- <http://www.twitter.com>
- <http://www.linkedin.com>

# Share Your Profiles & Research

- **Use & Update Author Identifiers and Profiles:**
- **Figshare** (<https://figshare.com>)
- **Twitter** (<http://twitter.com>)
- **Facebook** (<https://facebook.com>)
- **GitHub** (<https://github.com>)
- Universities **Repositories**

# Figshare (<https://figshare.com/>)



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store, **share**, discover **research**

get more citations for all of the outputs of your academic research  
over 30,000 citations of figshare content to date

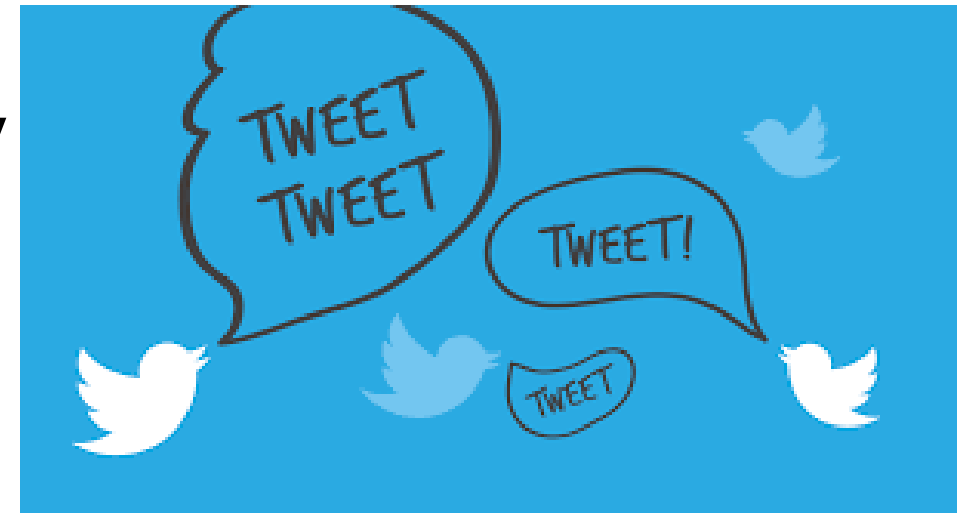
ALSO FOR INSTITUTIONS & PUBLISHERS

*"figshare wants to open scientific data to the world"* **WIRED**

# Social Media: **Twitter**



- Tweet of **280** Character
- **Audio** and **video** tweets limited to **140** seconds
- **Follow** other researchers
- **Post** regularly and **respond** promptly
- Retweet
- Use **images**, **movies** & audios





# Twitter Visibility

 OPEN ACCESS  PEER-REVIEWED

RESEARCH ARTICLE

### Distinct genetic variation and heterogeneity of the Iranian population

Zohreh Mehrjoo, Zohreh Fattahi, Maryam Beheshtian, Marzieh Mohseni, Hossein Poustchi, Fariba Ardalani, Khadijeh Jalalvand, Sanaz Arzhangi, Zahra Mohammadi, Shahrouz Khoshbakht, Farid Najafi, Pooneh Nikuei, Mohammad Haddadi, [ ... ], Michael Nothnagel   [ view all ]

Published: September 24, 2019 • <https://doi.org/10.1371/journal.pgen.1008385>

- Article
- Authors
- Metrics**
- Comments
- Media Coverage

61 Save	19 Citation
109,521 View	465 Share

Download PDF 

Print Share

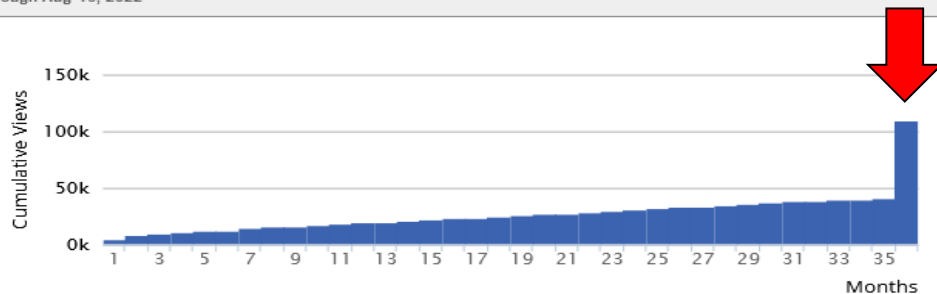
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Total Article Views	HTML Page Views	PDF Downloads	XML Downloads	Total
<b>109,520</b>	99,403	6,234	3,883	109,520
6.271 % of article views led to PDF downloads				

Sep 24, 2019 (publication date) through Aug 16, 2022 \*



\*Although we update our data on a daily basis, there may be a 48-hour delay before the most recent numbers are available.





# Twitter Visibility

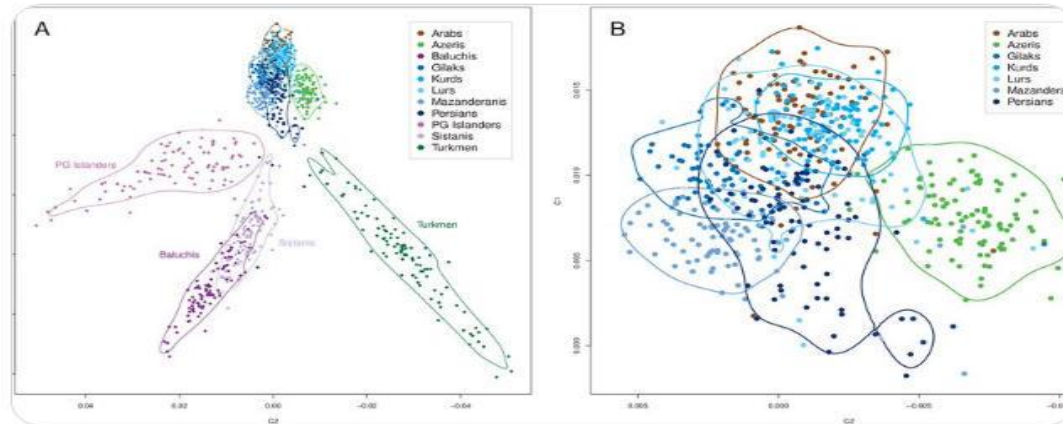


Neo @legendoffall\_ · Aug 5

...

رشتو:

۱/ آزمایش ژنتیکی ۱۰۰۰ ایرانی از اقوام مختلف: پژوهشگران تعداد مشخصی از گروه های ترک، لر، عرب، فارس، بلوچ، ترکمن، کرد، زرتشتی، گیلک، جزایر خلیج فارس و سیستانی را انتخاب میکنند و آزمایش میکنند. نتایج نشون می ده که همه از یک ریشه هستیم؛ فقط بلوچ و جزایر خلیج فارس و اعراب کمی



268

1,183

7,796



Neo @legendoffall\_ · Aug 5

...

۲: التقاط با همسایه ها داشتن.

زرتشتی ها وسط کلاستر همه اقوام هستند. اختلاف بین دوتا فارس ممکنه از یک فارس و یک ترک بیشتر باشه. نتایج نشون میده که ماها با مردم Tuscany ایتالیا زن مشترک زیادی داریم. همچنین اگه ما را با اعراب و جنوب آسیا و شرق آسیا و ... مقایسه کنن، ما با اروپایی ها

10

39

2,549



# Social media: **Facebook**

- Create a 'fan' page
- Invite fellow researchers
- Share images, videos, AudioSlides
- Link to your articles
- Discuss and ask for feedback





# Find & Connect with Your Peers

- **Academia** (<https://www.academia.edu>)
- **ResearchGate** (<https://www.researchgate.net>)
- **Linkedin** (<https://www.linkedin.com>)
- Universities Repositories

# Academia (www.academia.edu)

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# Academia

[www.academia.edu](http://www.academia.edu)



- Create a profile in Academia.edu
- 7.9m papers uploaded)
- Provides **analytics** on visitors to your papers, country they came from, keywords used

Academia.edu share research

Search People, Research Interests and Universities

1 Home Payam Kabiri Acc

What are you thinking about right now?

Update Status

about 16 hours ago

Open Access: Imaging Policies for Medieval Manuscripts in Three University Libraries Compared (follow)

Added with research interest Open Access and 3 others

by Kathryn Rudy (follow), School of Art History, University of St Andrews, Faculty Member

about 16 hours ago

Prefigurative Action Research: an alternative basis for critical psychology (follow)

Quick view | Updated with research interest Action Research and 3 others

Capacity to consent to participate in research a recontextualization (follow)

Updated with research interest Research Ethics and 1 other

by Mark Burton (follow), Research Institute for Health and Social Change, Manchester Metropolitan University, Department Member

about 24 hours ago

Your Stats ?

13

7

5 Days Ago Today

Who to follow

azam majidi x

Follow

Faraz Kalantari x

Follow

See more suggestions

Find or Invite your friends

Find Your Facebook Friends

# Researchgate

## www.researchgate.net



- Create a profile in **ResearchGATE.net**
- Social network for scientists (esp. biological and health) with over 8m members
- Emphasis on sharing papers, asking and answering questions, finding collaborators

A screenshot of the ResearchGate website interface. The top navigation bar includes the ResearchGate logo, a search bar, and icons for home, profile, and settings. The main content area is divided into a left sidebar and a central "Live Feed". The sidebar shows the user's profile (Payam Kabiri, Tehran University of Medical Sciences) and navigation options like "Live Feed", "Topics", "Publications", and "Resources". The "Live Feed" contains several posts: a user following others, a user changing research keywords, and a user following others. The right sidebar shows "Profile Completion 90%", "Related Researchers" with "Follow" buttons, and "Suggested Topics" like "Medicine". The browser's address bar at the bottom shows "hgate.net/..." and "Internet | Protected Mode: Off".

# LinkedIn (www.linkedin.com)



Join now

Sign in

Welcome to your  
professional community

Search for a job >

Find a person you know >

Learn a new skill >



# LinkedIn

[www.linkedin.com](http://www.linkedin.com)

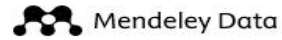
- Used professionally by 65 percent of the researchers, now it has 300m members
- Your Profile is the key to promote your research
- First, expand your connections with a complete, concise and compelling profile
- Add papers, videos, images, presentations that showcase your achievements



# Datasets Registrations in Repositories

- Post your **datasets** to **Data Registration Platforms** for and storage of datasets.
- Make your data **findable** and **citable** from a repository. This can lead back to your original research or to your other work.
- Use **data.mendeley.com** & **Re3data.org** & to identify a suitable service for your discipline.

# Datasets Repositories (<https://data.mendeley.com>)



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## Discover Mendeley Data

Store, share, publish and find research data

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## Find research data

Search **27.2 million** datasets from domain-specific and cross-domain repositories



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## Open research data repositories in our index



ICPSR

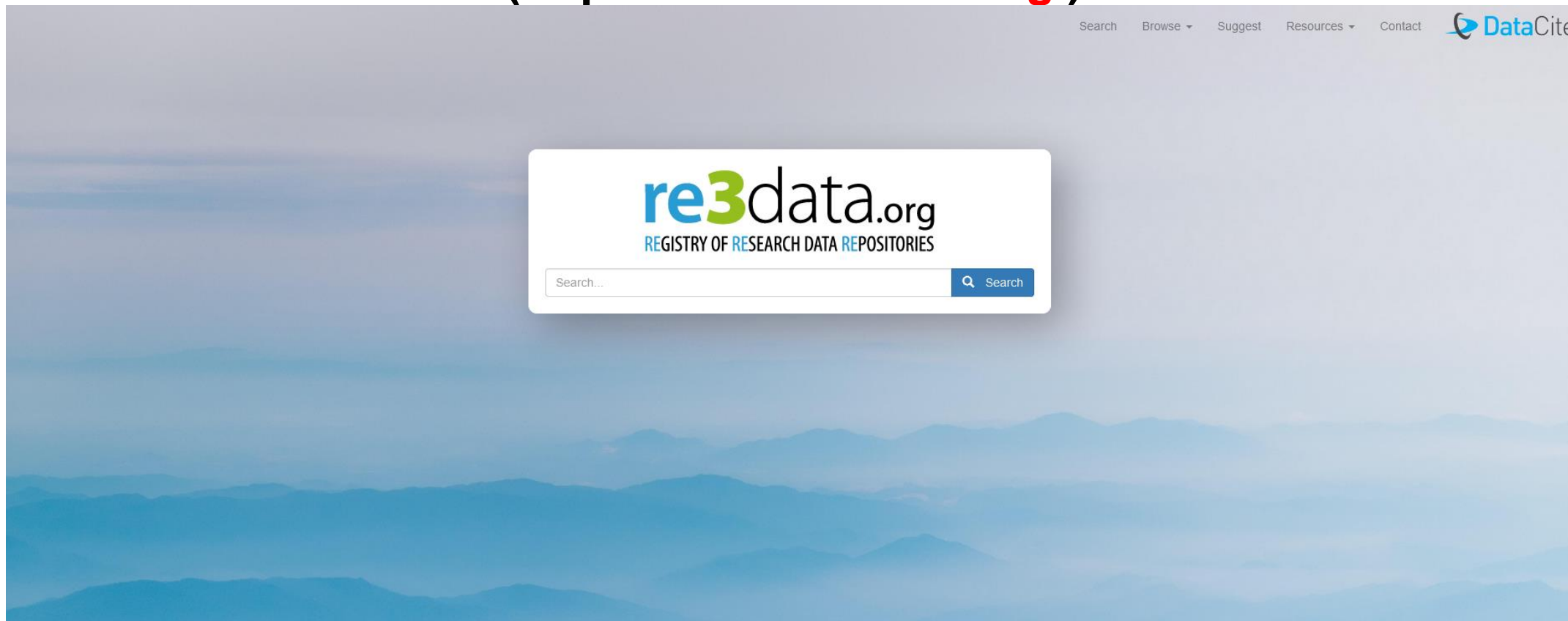
zenodo





# Registry of Data Repositories

(<https://www.re3data.org/>)



Reviewing the subject classification in re3data

When looking for a suitable repository, the discipline(s) a repository caters to is one

From stakeholder survey and workshops to the new Conceptual Model for User Stories – a

Releasing version 3.1 of the re3data Metadata Schema

Data and statistics of research data

# Datasets Registrations in Repositories

- **Data journals** offer another route to making data more **discoverable and citable**. They are often based on data deposited in a data repository and involve some level of peer review.
  - Journal of Open Humanities Data
  - Open Health Data
  - Journal of Open Psychology Data
  - Scientific Data
  - Data in Brief



# Business Plan for Your Article

1. **Preparing** your article
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4. **Monitoring** your article



# Monitoring Your Article



# Monitoring your article

1. Publishers Research Dashboard
2. Altmetrics Indices
3. Social Networks Tools
4. Scientometric Tools



# Research **Dashboard**

- Early feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- Search terms used in ScienceDirect to find your publications
- A comparison of the performance of your article with other people's articles

# Different Types of Impacts

- Research impact
- Social impact
- Clinical impact
- Economic impact
- Environmental impact
- Impact on health and wellbeing
- Policy influence and change
- Technological developments

# Different Types of Research Impacts & Metrics

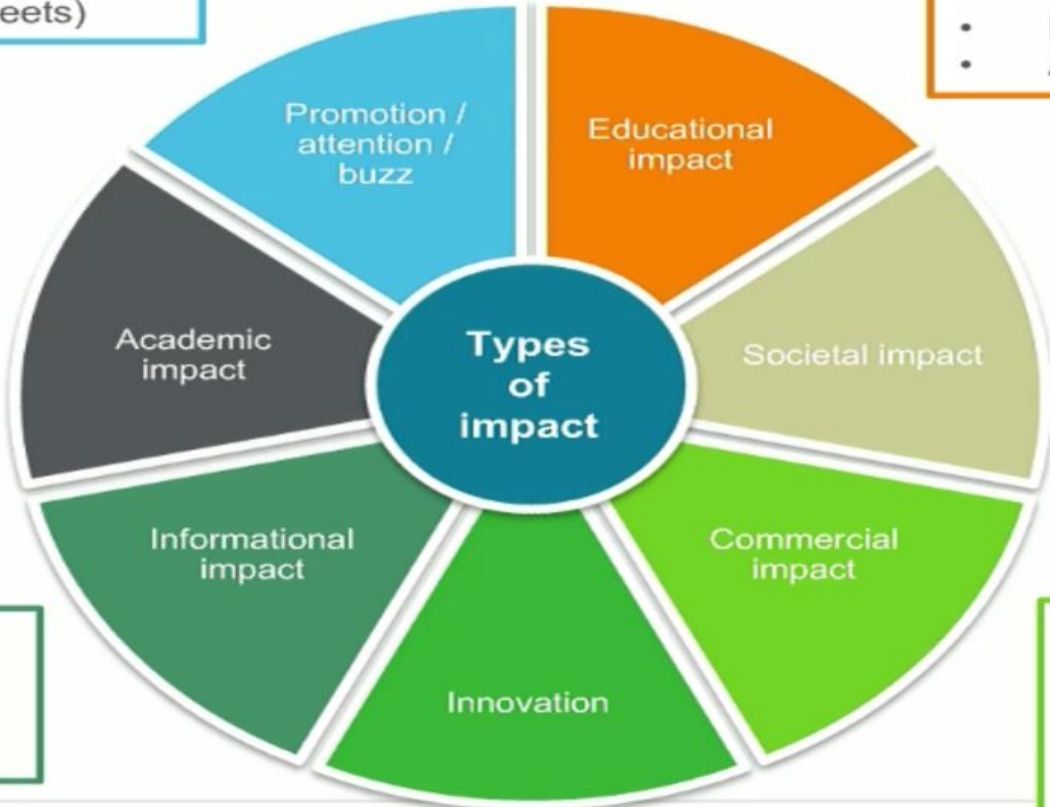
- Social media metrics (Shares, likes, comments, Tweets)

- Number of Library holdings (WorldCat OCLC)
- Views on Slideshare
- Plays on YouTube
- Amazon book reviews

- Downloads from Github, RePEc, IRs
- Citations (field normalised, %iles, counts)
- Collaborators on Github
- Full text, pdf, html views on ScienceDirect, Figshare etc

- Clinical citations or Health policy/guideline citations
- Government policy citations

- Wikipedia citations
- Blog mentions
- StackExchange Q&A links
- News mentions



- Patent citations
- Academic: Industry partnerships
- Licenses
- Business consultancy activities

- Number of patents or patent families filed and granted



# Metrics That Help You

Articles	Custom document set	Journals, Conference Papers, Books	Portfolio	Author, Editor, Reviewer	Institution or Group	Subject Area			
Community		Contributions		Consumption		Scholarly Impact	Social Impact		
Editor Board Authors		Outputs Funding awards		Usage Citations Audience Patents		Scholarly Activity Academic Opinion		Social Activity Media Activity	
Geographical spread		Scholarly output		CiteScore		Scholarly discussion		Social media mentions	
Collaboration network		Research data output		Impact Factor		Mendeley Counts		Media mentions	
Sector distribution		Conference output		FWCI, SJR, SNIP		Peer Review metrics		Medical guidelines	
<i>h-, g-, m-</i> indices		Funding sources		Citation Counts		Prizes and awards		Influence policies	
				Usage counts					
				Patent metrics					

# Key Characteristic of World Class University



Robust Planning



Abundance of resources



Flexible governance



Reputation



Excellence in research



Social Impact



Attract Talent



Quality Teaching



Performance management



# **Love Yourself**

# **Make an Impact**

با خود مهربان باشید  
از خود نام و نشانی به یادگار گذارید

بماند سال‌ها این نظم و ترتیب  
ز ما هر ذره خاک افتاده جایی

غرض نقشی است که ما بازماند  
که هستی را نمی‌بینم بقایی

زندگی صحنه یکتای هنرمندی ماست  
هرکسی نغمه خود خواند و از صحنه رود  
صحنه پیوسته به جاست ...  
خرم آن نغمه که **مردم** بسپارند به یاد .....

اگر میل داشتید Email بزنید !

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Good Luck!