HOW TO GET MORE CITATION?

Prepared for PAAET

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AGENDA

- Key elements to get more citation
- Finding the quality journal to publish
- Why references are important?
- How Scopus help you get more citation
- Why collaboration matter?
- Importance of Researcher Profiles
- Social Media

Key Elements of Getting More Citation

Surely, there is no direct way to get more citations! Yet, these elements help you increase your citation count!

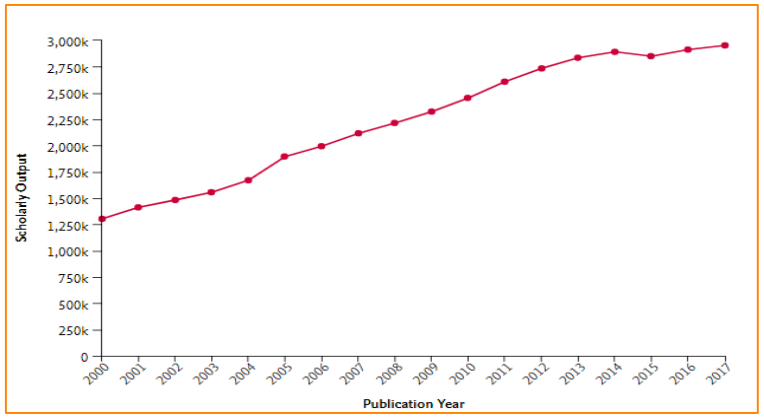
Publishing in Quality Journals

Scientific Publishing Nowadays

~5,500 scientific journal publishers

~35,000 peer reviewed journals

~2,700,000 articles published per year



The top four largest publishers:

1. Elsevier
2. Springer-Nature
3. Wiley
4. Taylor & Francis

*Together they publish 40% of all journals, only Elsevier publishes **25%** of all scientific publications.*

~4,000,000 unique authors in a year

(this number increases with ~3% per year)

AIMS & SCOPE

A journal always has an Aims & Scope, a text that describes the goal of the journal:

- Subject
- Audience
- Type of articles
- Quality or coverage of field
- Association with group

Always check the scope of the journal first! Read Guide for Authors and some recent issues carefully to understand whether it is the right match for your paper.

Don't forget: Poor match is a common reason for editors to reject papers before peer review!

QUALITY

- Several indicators are available to measure the quality of the journal, which assume that the importance of a paper can be assessed by number of citations:
  - Impact Factor
  - CiteScore
  - SJR
  - SNIP
- Always check if the journal is accredited by databases and covered by respected sources such as Scopus

When used correctly, research metrics together with qualitative input give a balanced, multi-dimensional view for decision-making. Always use more than one metric before making any decision.

QUALITY

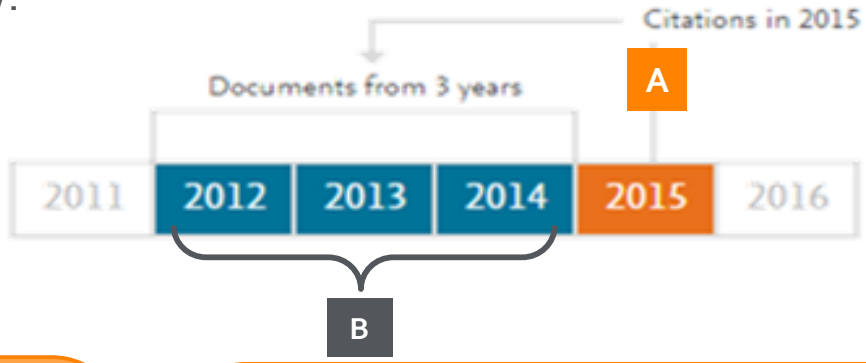
1

Impact factor : average number of times articles from a journal published in the past 2 or 5 years have been cited in the current year

2

CiteScore : average number of citations received in a calendar year by all items published in that journal in the preceding 3 years. Calculation is below:

$$\text{CiteScore 2015 value} = \frac{A}{B}$$



Differences from Impact Factor:

- IF - citation to 2 or 5 years of documents are covered.
- Citations in all type of documents in these years covered, while citable items are only articles and reviews

Advantages of CiteScore:

- **Comprehensive:** based on Scopus, available for all serial titles
- **Transparent:** Available for free, easy to calculate for yourself. Underlying database is available for you to interrogate
- **Current:** Updated monthly. New titles will have CiteScore a year after indexed

QUALITY

3

SNIP – Source Normalized Impact per paper :

- It is developed by Henk Moed - CWTS (Centre for Science and Technology Studies)- Leiden University
- It Measures the average citation impact of the publications of a journal, correcting for the differences in citation practices between scientific fields and therefore allowing for more accurate between-field comparisons of citation impact.
- Its calculation is based on last 3 years.

It is field-normalized and allows us the direct comparison of sources in different subject fields!

4

SJR – SCImago Journal Rank:

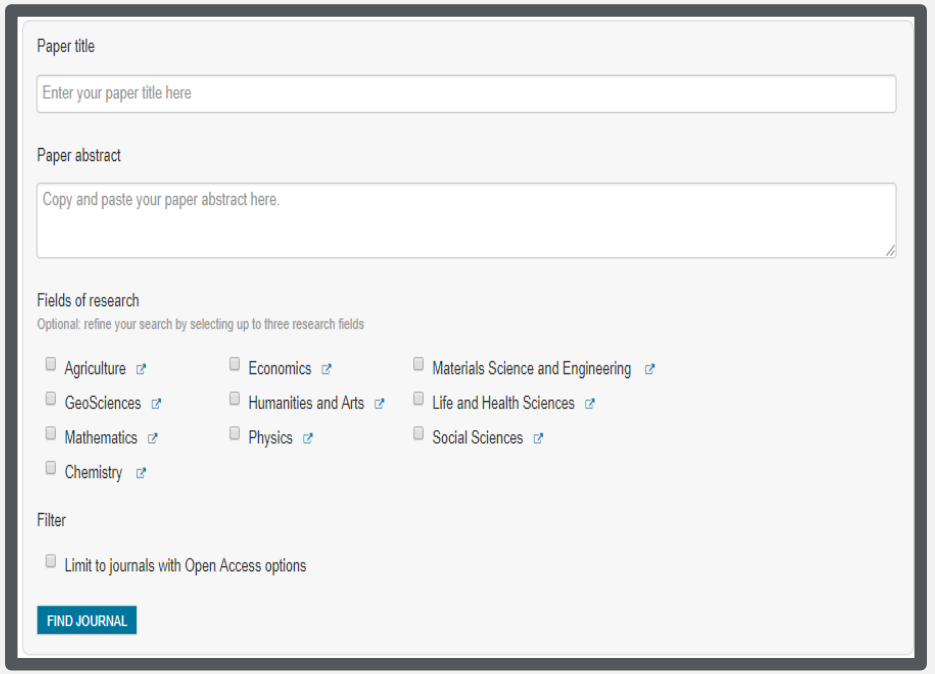
- It is developed by by Felix de Moya, CSIC (Spanish Research Council)
- It is a Prestige metric -advocates not all citations are the same
- Citations are weighted depending on the status of the source they come from.
- **The subject field, quality and reputation of the journal has a direct impact on the value of a citation. This means that a citation from a source with a relatively high SJR is worth more than a citation from a source with a lower SJR**
- Its calculation is based on last 3 years.

Journal Finder Tools

Choose the right journal and article type

Use Elsevier Journal Finder - www.journalfinder.elsevier.com

- Simply insert your title and abstract and select the appropriate field-of-research for the best results.
- A shortlist of Elsevier journals is recommended if it has published articles that have a high similarity with the article

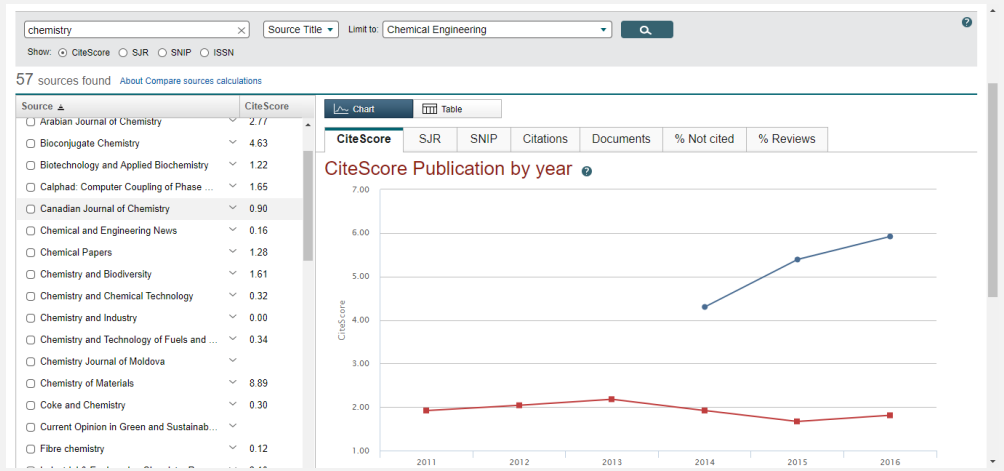


Journal Finder Tools

Choose the right journal and article type

Use Scopus Compare Sources Tool

- Type your subject area and list all related journals among 23,507 journals in Scopus database from more than 6000 publishers.
- Compare journals based on different metrics
- Evaluate shortlisted journals more in a detail



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Having Quality References

What is the importance of references?

Why references?

- ***Quality references*** *is one of the key elements that increase citations received. More citations you receive, more chances to your visibility and collaboration increase.*

- *Reference list is one of the main objective together with title and abstract that* ***Editors*** *check before making their decisions! Some questions they ask:*

    - *Are recent papers included?*
    - *Are papers from top-journal included?*
    - *Are leading scientists cited?*
    - *Are there too many self-cites?*
    - *Are references internationally distributed?*

What is the importance of references?

How quality references should be?

- *Balanced and up-to-date*
- *Recent and international*
- *Full understanding of referenced papers*
- *No excessive self- citations and excessive citations of publications from the same region or journal*
- *Conform strictly to the style given in the "Guide for Authors "*

Facts and Figures - Scopus®

The **largest abstract and citation database** of **peer-reviewed** literature, and features **smart tools** that allow you **track, analyse and visualize** scholarly research

+70 Million Multiple regional content types from more than **6.000 publishers** and **105** countries

*Records back to **1788**
***Over 8.000** 'article in press'
***Over 4.000** active Gold Open Access journals are indexed
*Additional **enhanced metadata** i.e. 100% Medline coverage

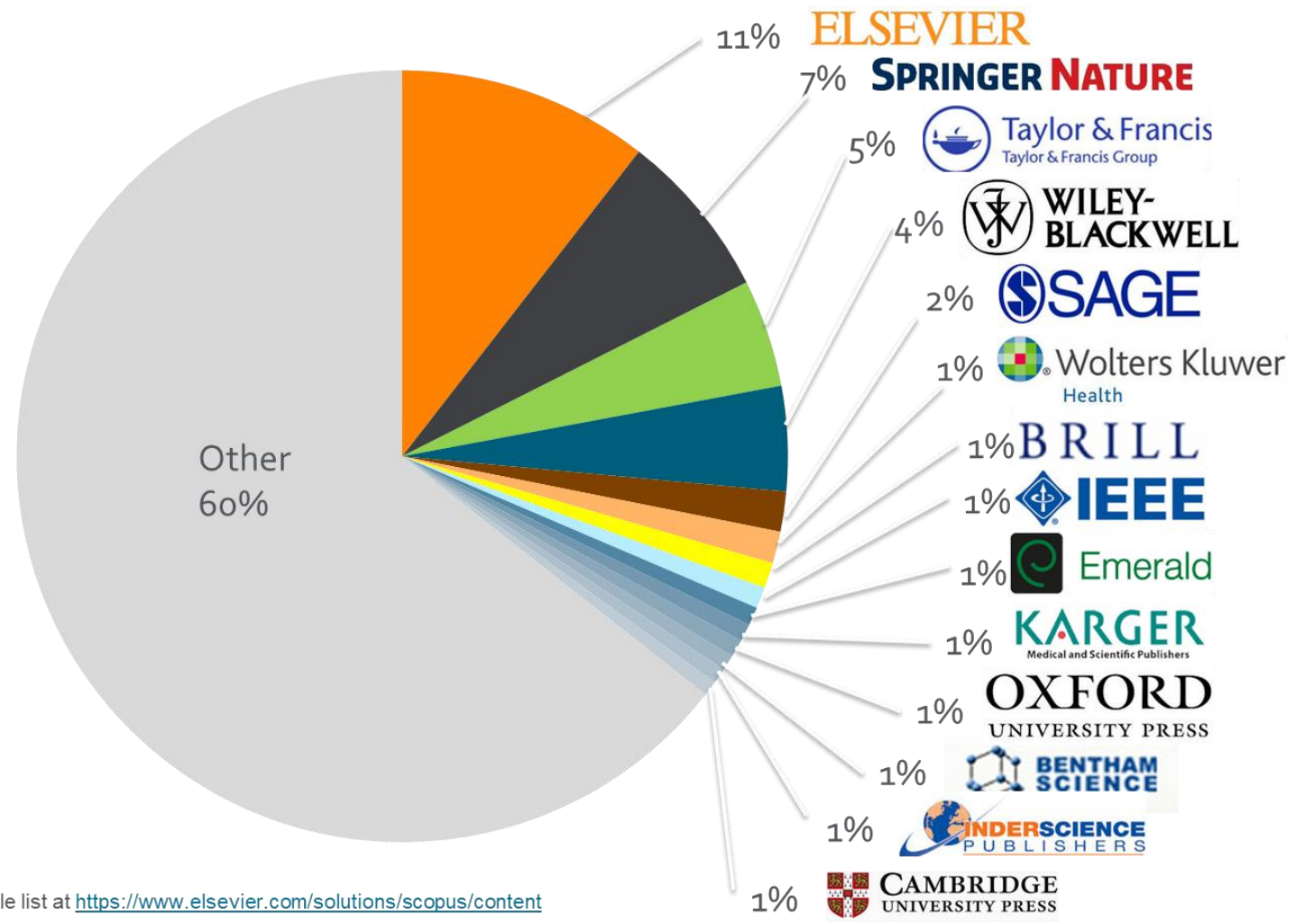
*Database is updated **daily**
***40 different languages** are covered
*Automatically generated researcher and affiliation profiles

	JOURNALS	CONFERENCES	BOOKS	PATENTS*
Physical Sciences Health Sciences Social Sciences Life Sciences	**23,507** peer-reviewed journals **301** trade journals • Full metadata, abstracts and cited references (refs post-1970 only) • Funding data from acknowledgements • Citations back to 1970	**106K** conference events **8.3M** conference papers Mainly Engineering and Computer Sciences	**613** book series **38K** volumes **166K** stand-alone books **1.5M** items	**27M** patents From 5 major patent offices - WIPO - EPO - USPTO - JPO - UK IPO

Source: Scopus.com, January 30, 2018

Publishers Coverage Scopus®

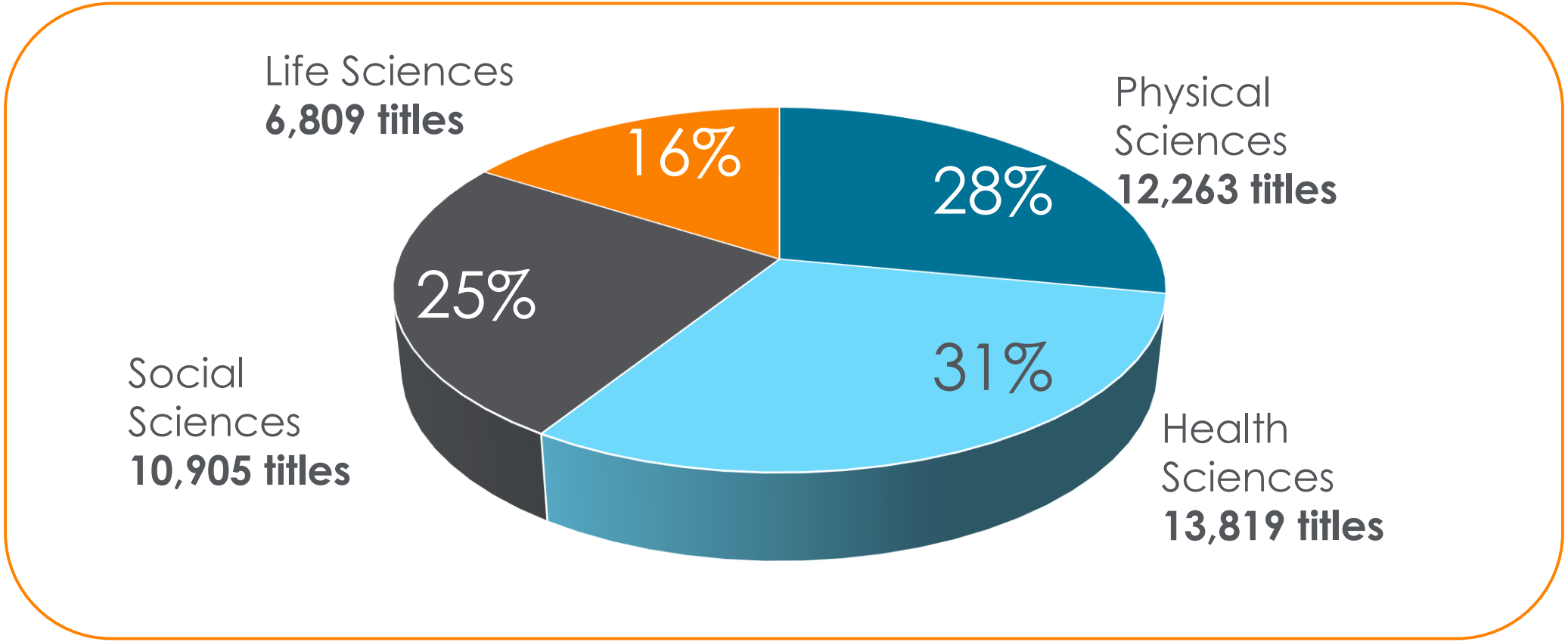
Scopus covers more than 5.000 publishers worldwide to support your research needs



Source: May 2016 title list at https://www.elsevier.com/solutions/scopus/content

Subject Coverage - Scopus®

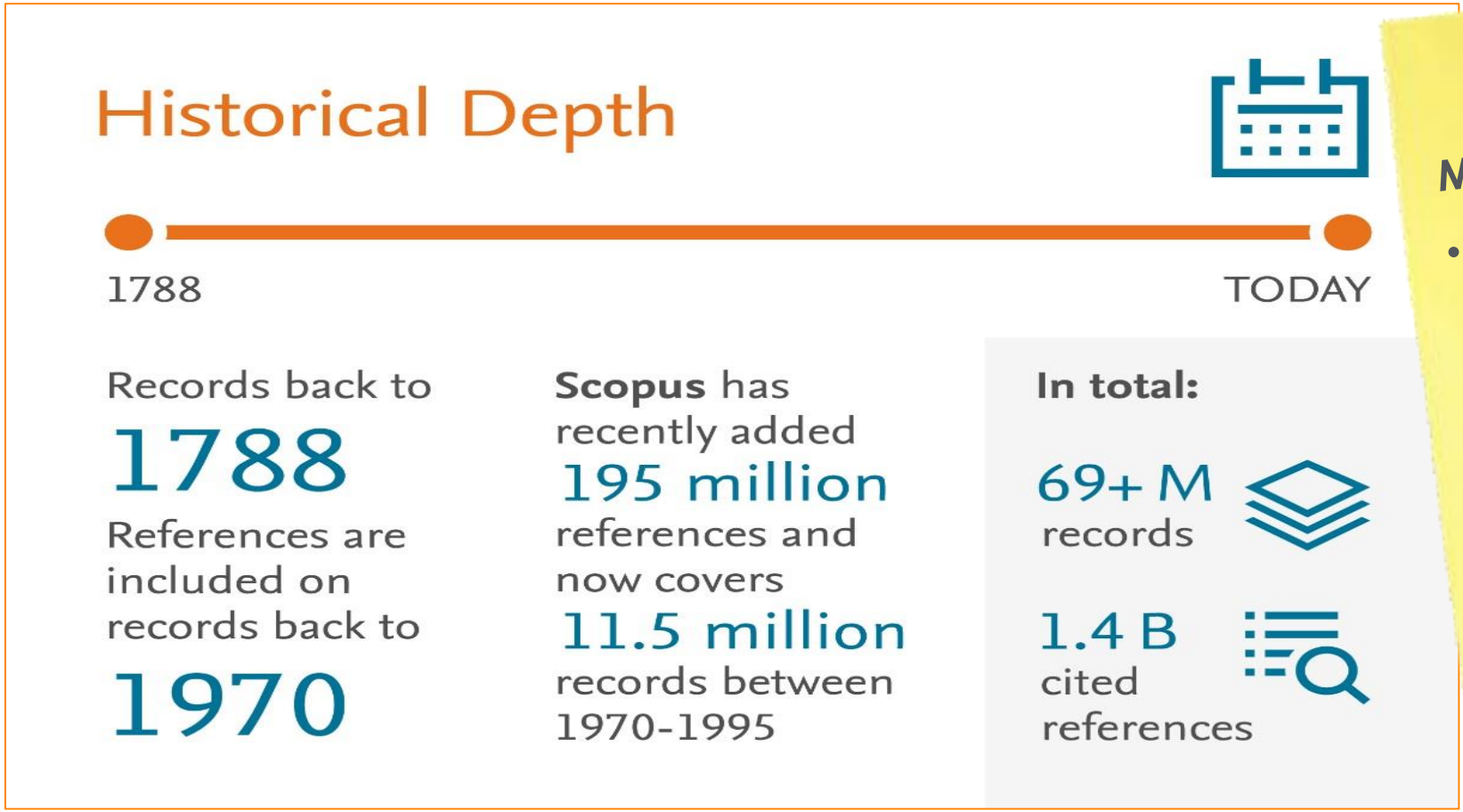
Titles on Scopus are classified under 4 subject clusters and indexed into **27** main subject areas:



Number of journals in Scopus by subject area by Jan,2018
* Includes active titles. Titles may fall into more than one subject area

Historical Depth of content, going back to 1788

Over the past 3 years, Scopus has added over **195 million more cited references dating back to 1970**, to complement the database's existing records that date back 1788 and further increase the depth of content.



More cited references results in:

- more extensive bibliometric and historic trend analysis
- more complete author profiles
- improved h-index measures for authors who published prior to 1996

How to utilize Scopus to increase citations?

1.4 billion
Cited references

1. Document Search

- Find out what already exist in the global world of research output
- Each year more than 2M research articles are published, keeping yourself up-to-date is important
- Determine how to differentiate your research topic and find new ideas
- Set alerts in your search, get notified whenever new content is published
- Filter your results by using several different filters, subject area, keyword, affiliation, and language...

Take the advantage of checking all relevant content, see how your peers use references, from which sources.

How to utilize Scopus to increase citations?

12 million
author profiles

2. Author Profiles

- Find out any author in Scopus, check their profile, check their publication history
- Decide what, where and with whom to partner or collaborate with, which will increase your visibility
- Use analysis tool, and check their citation overview.

Take the advantage of checking all leader researchers in your subject area, see how they use references, from which sources.

How to utilize Scopus to increase citations?

+23,507
Peer reviewed journals

3. Journal Finder

- Publishing in the right journal is key to success, among a lot of journal finders, Scopus is your trusted advisor.
- Identify and analyze which journals to submit your article; get published
- Use analysis tool, and compare journals based on different metrics
- Analyzing the documents in top journals in your area will inspire you in your own wirk

Take the advantage of checking all relevant journals in your subject area, see how they use references, from which sources.

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Proper Article Design and Language

Proper Article Design and Language

Using the correct article structure

Scientific articles all have a precise structure that should be followed:

- Title
- Authors
- Abstract
- Keywords

- Main text
  - Introduction
  - Methods
  - Results and discussion
  - Conclusion

- Acknowledgements
- References
- Supplementary material

Proper Article Design and Language

Using the correct article structure

Title, Abstract & Keywords

Conclusion

Introduction

Methods

Results

Discussion

Figures / Tables (your data)

Databases you can use:
Science Direct Image search
Mendeley - datasets

Proper Article Design and Language

Some Tips:

Spend time on abstract and conclusion & **references (proper references are important! – Check Scopus!)**

Use easy to understand charts and professional illustrations (Check Science Direct image search!)

Use clear and correct manuscript language

Proper Article Design and Language

Language

- Journal editors and in particular reviewers may reject a manuscript simply because of frequent language mistakes.
- Publishers do not language edit manuscripts
- If English is not your mother-tongue:
  - Find a native-English speaker to read and correct your manuscript
  - Use a paid-for editing service. More information at http://webshop.elsevier.com/languageediting/
- DO NOT copy complete phrases from other papers, it may be considered plagiarism!
- **REMEMBER:** All editors and reviewers hate wasting time on poorly prepared manuscripts and will reject!!

Proper Article Design and Language

Language

TIPS

- Write short and direct sentences
- Convey one piece of information per sentence and avoid multiple statements in one sentence
- The average length of sentences in scientific writing is only about 12-17 words
- Double-check unfamiliar words or phrases
- Clearly explain abbreviations
- Use ‘present tense’ for known facts and hypotheses
- Use ‘past tense’ for conducted experiments and results

International Collaboration

Why Collaborate Internationally?

Collaboration gives leverage to researchers own inputs, and thereby helps them maximize outputs and outcomes and visibility

FIND the best people

ACCESS to facilities etc.

ACHIEVE global reach

ACCESS to talents and expertize

IMPROVE institutional reputation

DEVELOP global vision

ACCESS to funding

ATTRACT foreign researchers

LOOK for expertize

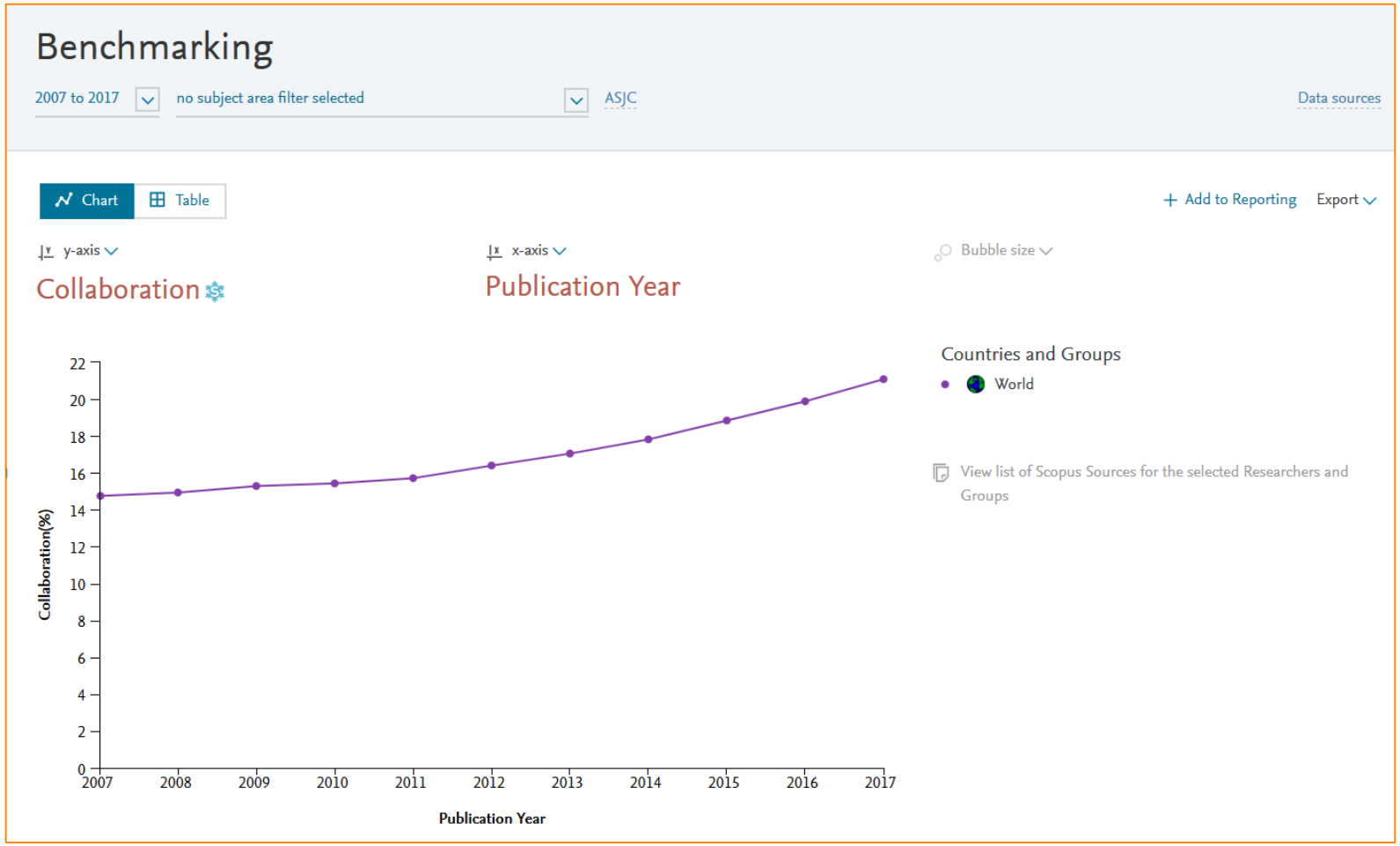
BRIDGING scientific communities

DEVELOP interdisciplinary portfolio

INCREASE competitiveness

Internationally collaborative articles are increasing

21.1% of all articles were internationally collaborative in 2017, up from 14.1% in 2004. Articles written with international collaborator tend to have more eligible metrics!



Source: SciVal analysis of Scopus data, April 2018

Having Proper & Up-to-date Researcher Profiles

WHY AUTHOR PROFILES ARE NECESSARY?

Having a researcher profile online is critical to **showcase** your research

Author profiles allow you to increase;

- ✓ Collaboration
- ✓ Visibility
- ✓ Networking

2 ways of profiles in Elsevier:
-Scopus
-Mendeley

Why is it important to have profile?

Scopus researcher profile with prompt and up-to-date information

Mendeley profile to expand the network and showcase your research

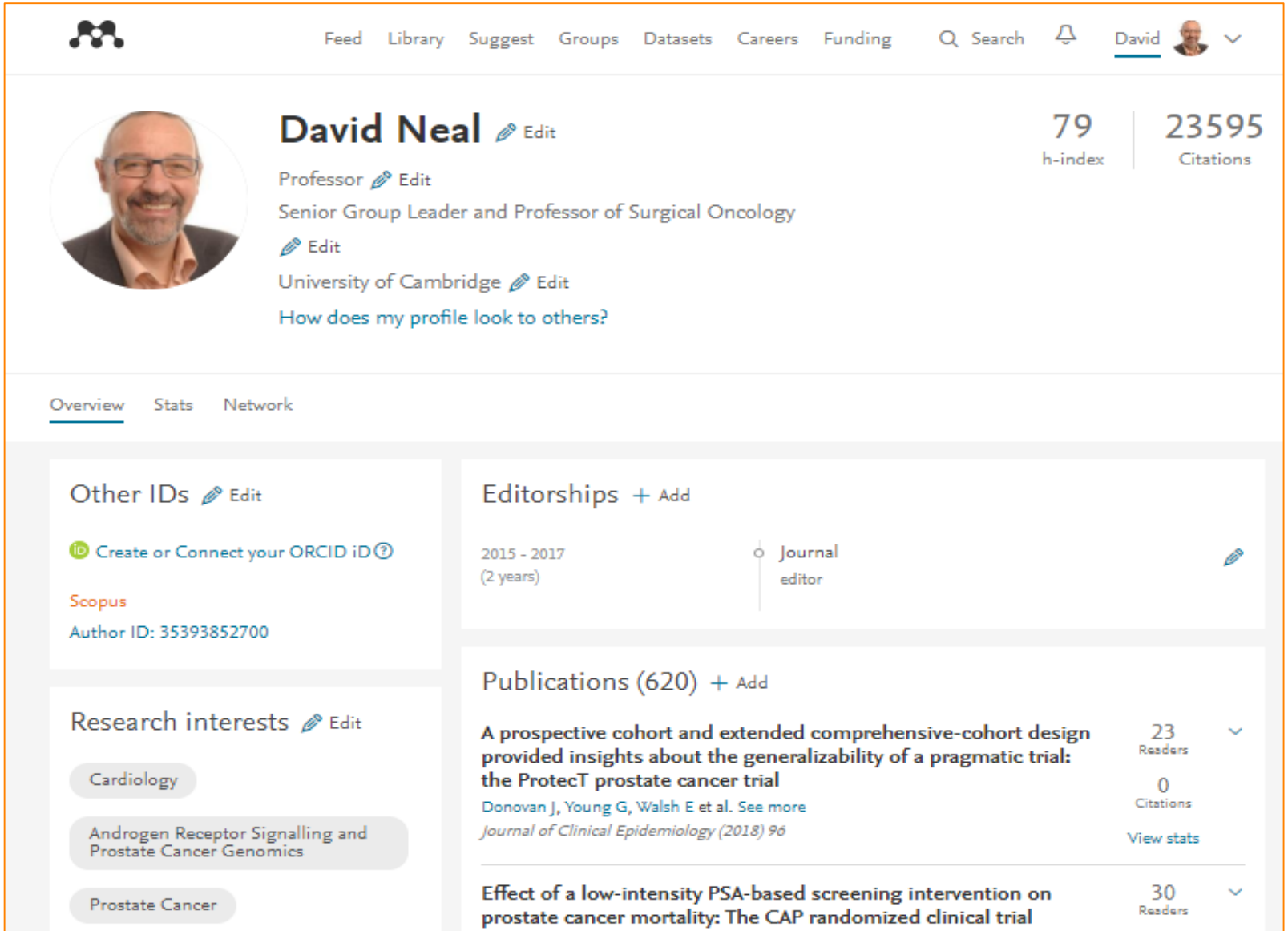
How to utilize Mendeley?

Mendeley is **a free research workflow tool and academic social network** that enables and empowers researchers to **organize their references**, **connect and inspire each other**, **store and share their data** and **find new career opportunities**.

Mendeley has over 9.5 million users worldwide.

MENDELEY

How to utilize Mendeley?



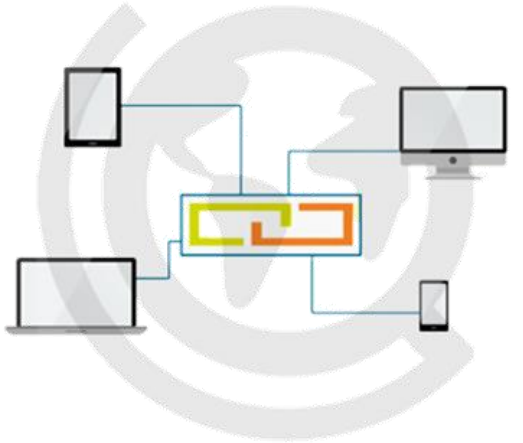
Active Involvement in Social Media

Share link of your article in Social media

Share link to your article

- Sharing your research and findings can help you make a greater impact in your community, leading to collaborations and potential new ideas and innovations.

- Following publication, Elsevier sends you a ''share link'', which is a personalized and customized short link that provides 50 days of free access to anyone clicking the link. We encourage you to share this link on social media or on your institutional Webpage.



The more links there are to your article from a range of relevant Websites, the more readers you will attract and the higher your article will appear on search engine results!

Use Social Media

Online CV

- **ORCID** – a unique researcher identifier linking your name, research activities and articles. If you don't already have one, you can register in www.orcid.org for an ORCID and add details of the article to your profile. If you have Scopus profile, you can add ORCID as well.

- **Scopus Profile** – includes around 12 million researcher profiles world wide, if an author has at least 2 articles in Scopus, his profile is created automatically. Keep it up-to-date so other can find you easily.

- **Social Media** - Every day scholarly articles receive 12,000 new mentions across social media, news and blogs. Ensure your CV is available in such platforms

  - *Share links to your articles.*
  - *Post regularly.*
  - *Know the influential people in your field.*
  - *Engage with others in discussions.*

Use Social Media

Linkedin

- **Linkedin** is used professionally by 65% of researchers!

- Create a profile on www.linkedin.com , add a picture and your CV, and your publications; include any relevant honours and awards

- Ensure that you are well represented by creating a profile and posting your latest accomplishments. On LinkedIn you can:

    - *Share links to your articles, especially in relevant groups*
    - *Add images, such as your graphical abstracts*
    - *Add videos or your AudioSlides presentations*
    - *Reposition the publication section to a more prominent position on your profile*

Use Social Media

Other Social Media

Even if these are popular tools, you can use them for professional purposes:

Social media: Facebook

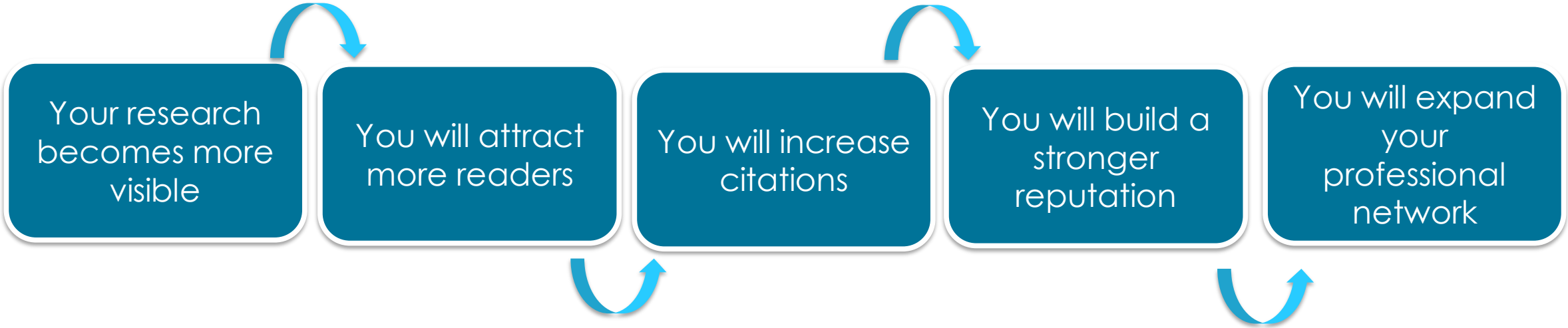
- Share link to your articles, images, videos, AudioSlides
- Connect with like- minded research professionals
- Join/ create groups catering for your field of expertise
- Create a fan page- and invite fellow researchers

Social media: Twitter

- One third of all scholars are active on Twitter. It is a great way to share your current research, publications and links to new blogs.
- Follow other researchers and thereby increase your own following
- Post regular content and respond promptly
- Retweet and use images

YOU WILL GET NOTICED!

Getting noticed today means using the abundant online and social media tools available to better promote your research findings and publications. As a result:



The online efforts that you make today will make you stronger offline tomorrow- ***so get involved, and get noticed!***

How to reach the resources by yourselves?

- Register in Elsevier Researcher Academy, which provides free access to countless e-learning resources designed to support researchers on every step of their research journey.
  Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.
  https://researcheracademy.elsevier.com

- Watch Scopus tutorials on various topics:
  https://service.elsevier.com/app/answers/detail/a_id/14799/supporthub/scopus/

- Subscribe Scopus and Mendeley blogs to receive the latest developments and updates:

www.Blog.scopus.com and www.Blog.mendeley.com

- Online resource centre where you will find detailed guides, videos and tutorials that will help you to read some of the features of Mendeley in a little bit more detail.

http://www.resources.mendeley.com

- For further questions: o.sertdemir@elsevier.com

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THANK YOU!