Planning Your Pathway of Scholarly Influence & Impact

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Planning Your Pathway of Scholarly Influence & Impact

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The goal of this workshop is to encourage thinking about the broader context of research activities.

- Research Impact (journal and author bibliometrics)
- Scholarly Communication (altmetrics)
- Broader Impacts
  - Professional specialists & practitioners
  - Legislators and policymakers
  - Economic benefits
  - Tangible community benefits
Plan for influence and impact by picking ideal venues for your work.

**Popular Measures of Journal Impact**

- CiteScore ([SCOPUS](https://www.scopus.com/))
- ScImago Journal Rank ([SJR](https://www.scimagojr.com/) and [SCOPUS](https://www.scopus.com/))
- Source Normalized Impact per Paper (SNIP) ([SCOPUS](https://www.scopus.com/))
- Journal Impact Factor ([Journal Citation Report](https://www.scopus.com/) or [Cabell’s](https://www.cabells.com/))

**Alternative Measures of Journal Impact**

- Readership
- Altmetric attention scores ([Cabell’s](https://www.cabells.com/) and [SCOPUS](https://www.scopus.com/))
Researchers can measure their impact using author bibliometrics and article level metrics.

**Author Bibliometrics**
- $h$-index
- i10-index
- Total times cited
- # publications

**Article Level Metrics**
- # citations
- Downloads/Readership
- Altmetrics
Establish and monitor your presence by building a researcher profile using a consistent name.

- SCOPUS
- ResearcherID
- ORCID
- Google Scholar
- Mendeley
- ResearchGate
- Selected Works
Plan for influence and impact by publishing Open Access.

✓ permanently available (for free) to the public
✓ increases readership and can increase the number of citations
✓ expands access to policymakers, practitioners, educators
✓ many use peer-review and maintain high publishing standards but some are predatory – verify it is a member of Open Access Scholarly Publishers Association

Search for OA journals

• Directory of Open Access Journals
• BePress journals (Digital Commons)
• Ulrichs
The SCOPUS Author Identifier Tool allows you to address author ambiguity.

**Workshop Tasks:**
1. Access via Hunt Library → Databases.
2. Search for yourself.
3. Reconcile name variations throughout career.
4. View your documents.
5. Set up authorship alerts.
Name disambiguation is important so that you get credit for your work!

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View last title ▼
ResearcherID is another tool to track your work.

1. Register or Log In.
2. Import your publications
   • Web of Science database
   • ORCiD
3. Review dashboard and add any missing works
   • Title or DOI
   • File Upload (manual)
4. Add your peer reviews
ORCiD provides a digital identifier commonly used in manuscript and grant submission.

1. Register or Log In.
2. Import works from SCOPUS and ResearcherID
3. Add works not imported
   - DOI
   - Search & Link
   - BibTeX
   - Manually enter (last resort)
Google Scholar is a versatile author tool for tracking citations, especially “grey literature”.

1. Register or Log In.
2. Review your listed publications.
3. Add any publications that do not appear. Find missing articles using titles or DOIs. You can add manually if necessary.
4. Set up alerts for new papers related to your prior work.
Plan for influence and impact through search engine optimization.

- Craft a title that is search-engine friendly
  - Accurate, specific terms
  - Concise title

- Choose your abstract keywords carefully - refer to common vocab list or indexing standard for your discipline
  - GeoRef, ERIC Thesaurus, PsycInfo, BIOSIS Search Guide, etc.

- Use *different* keywords in title and abstract

- Try searching using your keywords to ensure relevant work appears
For books, you can take strategic steps to increase visibility.

- Include metadata (publication date, title, DOI, ORCiD, keywords)
- Craft chapter abstracts if permitted by the publisher
- Ensure chapters are readable in isolation with hooks to the rest of the book
- Apply SEO to the book and chapter titles
Plan for influence and impact by taking advantage of graphical abstracts.

Single visual overview of your work

Michaelis–Menten Graphs, Lineweaver–Burk Plots, and Reaction Schemes: Investigating Introductory Biochemistry Students' Conceptions of Representations in Enzyme Kinetics

Jon-Marc G. Rodriguez*, Nicholas P. Hux, Sven J. Philips, and Marcy H. Towns

Journal of Chemical Education 2019, 96, 9, 1833-1845 (Chemical Education Research)
Publication Date (Web): August 6, 2019

Chemical Curiosity on Campus: An Undergraduate Project on the Structure and Wettability of Natural Surfaces

Anthony Katselas, Alice Motion, Chiara O'Reilly, and Chiara Neto*

Journal of Chemical Education 2019, 96, 9, 1998-2002 (Laboratory Experiment)
Publication Date (Web): June 27, 2019
Post-publication, you can take specific actions to increase your impact and influence.

- Engage in scholarly communication
- Update your online profiles
- Prepare a press release

Build these into your project management plan
Engaging in scholarly communication can influence altmetrics.

• Social media (Facebook, Twitter, LinkedIn)
  • One-line ‘clickbait’
  • URL to paper
  • Use hashtags to tag co-authors and institution
  • Make post public
  • Keep it short to raise impact
  • Confident but not arrogant

• Blog/Podcast
  • More readable version with key messages in <1,000 words
  • Submit to a multi-author blog with large readership in your field
  • Or start your own blog – but you’ll need to attract readership
  • Step by step guidance [here](#).
Once a work is published, update your online profiles to ensure your work is visible.

- LinkedIn
- Scholarly Commons - Debra Rodensky
- Research Profiles
  - SCOPUS
  - ResearcherID
  - ORCID
  - Google Scholar
  - Mendeley
  - ResearchGate
  - Selected Works
If your work has specific public interest relevant to ERAU’s mission, consider a press release.

- Prepare a lay summary
  - Find your angle
  - Write an attention-grabbing headline
  - Write your lede
  - Write body paragraphs with supporting details addressing Who, What, When, Where, and Why
  - Include quotes
- Apply word economy
- Avoid pitfalls
- Contact ERAU Public Relations
Workshop Homework: Explore your data

Task 1: Set up your research profiles

Task 2: Identify your Author Bibliometrics
- $h$-index ([SCOPUS](https://www.scopus.com), [ResearcherID](https://www.researcherid.com), [Google Scholar](https://scholar.google.com))
- $i^{10}$-index ([Google Scholar](https://scholar.google.com))
- Total times cited
- # publications

Task 3: Pick a prior publication and identify your article level metrics.
- # citations ([SCOPUS](https://www.scopus.com), [ResearcherID](https://www.researcherid.com), [Google Scholar](https://scholar.google.com))
- Downloads ([Selected Works](https://www.selectedworks.com), some publishers)
- Altmetrics ([SCOPUS](https://www.scopus.com), [ResearcherID](https://www.researcherid.com), [Altmetric](https://altmetric.com))
You can visualize your impact using free software.

Citation Mapping
- CitNetExplorer
- Gephi
- Sci2
- VOSviewer

Readership Distribution
- Selected Works
Influencing impact can occur at all stages of research, from planning to post-publication.

- Plan your research for impact through:
  - Selection of high impact journals
  - Selection of open access journals
  - Search engine optimization
  - Use of graphical abstracts

- Increase impact post-publication through:
  - Engaging in scholarly communication
  - Updating online profiles
  - Preparing a press release

- Use author and article metrics to tell the story of the impact and influence of your work
Thank You
Any Questions?

https://www.surveymonkey.com/r/J6XH5BB