Impact & Visibility

Content

Visibility

Impact

Icon Key

Topics

o visibility

o impact

Links

o primary resource

o registration page

o tool / software

o help page

o tutorial / video

o further reading

Visibility

o Amount of scholarly literature is growing exponentially

o You need to distinguish yourself and your work from other authors

o Issue with name as identifier

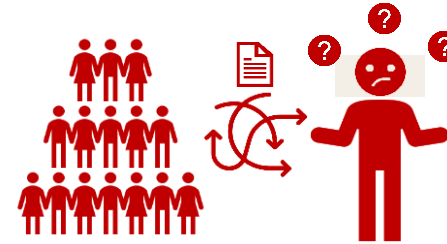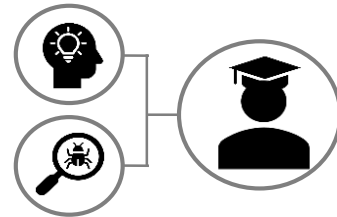o Make yourself and your work visible and accessible with author identifiers!

1 **Author identifiers**

General advice

o Use the same variation of your name consistently

o Use the same variation of your institution consistently

> Eawag: Swiss Federal Institute of Aquatic Science and Technology
>
> Empa. Swiss Federal Laboratories for Materials Science and Technology
>
> Swiss Federal Institute for Forest, Snow and Landscape Research (WSL)
>
> Paul Scherrer Institut (PSI)

o **Build your profile!**

1 ORCID (Open Researcher and Contributor ID)

o Unique, persistent digital identifier

o Free of charge for researchers

o Not-for-profit organization

o Community-built, open source

o More and more the most commonly asked for author ID (by funders, institutions, publishers, journals etc.)

o Link your other author IDs to it and configure your profile

▶ **What is ORCID?**

? **ORCID Help**

1 Google Scholar ID

o Free of charge

o Make yourself more findable on Google

o Automatically searches for your papers with metadata; papers can be manually added

o Track citations to your works, set up email alerts

o Calculate numerous citation metrics

o Import it to your ORCID

Google Scholar Registration

How do I create my author profile

Copyright protected material

1 ResearcherID

o Unique identifier for publications within the Web of Science ecosystem (WoS, Publons, InCites, etc.)

o Free of charge

o Integrated with Clarivate Analytics

o Add publications that are not in WoS

o Link it to and sync it with your ORCID

ResearcherID Registration
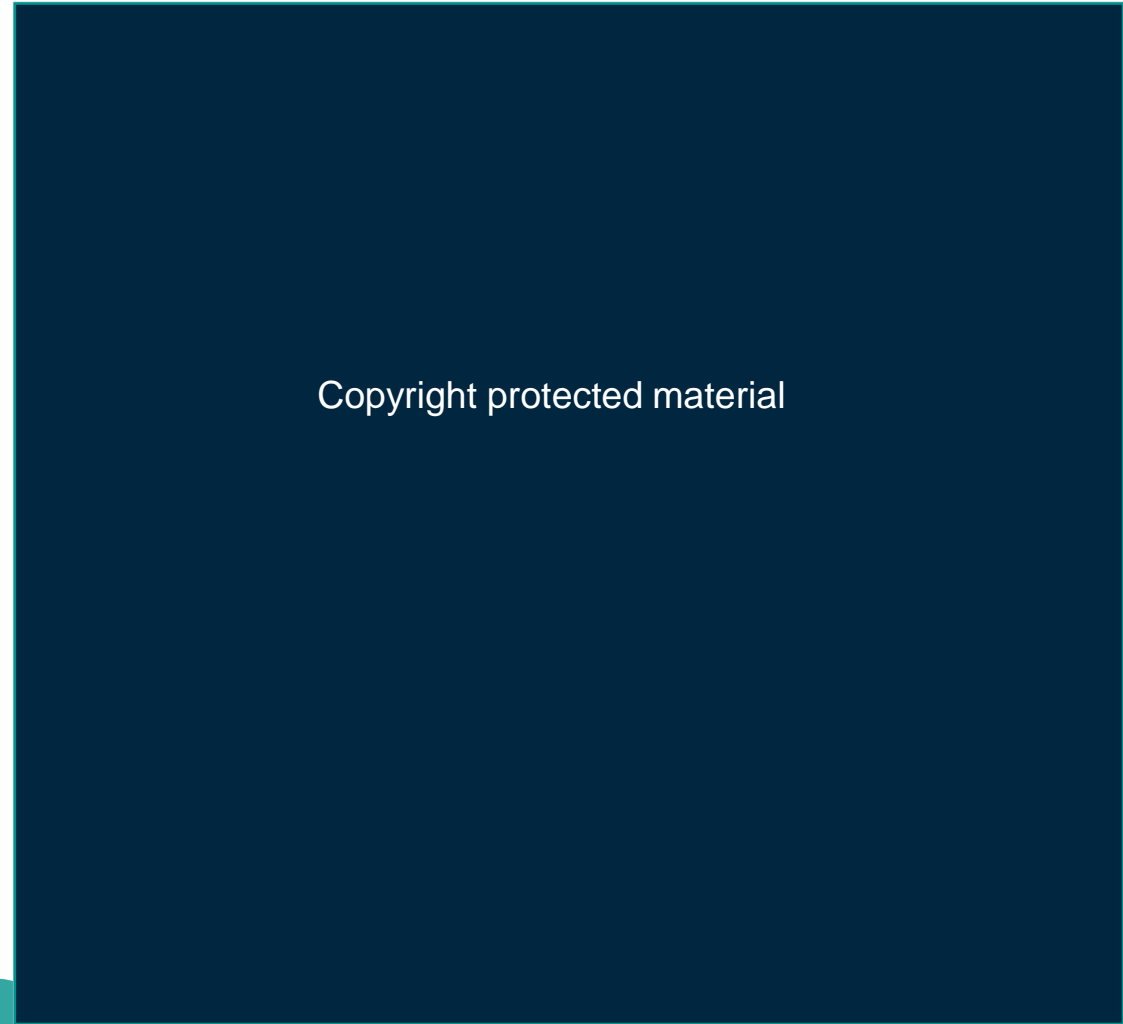
Clarivate Analytics guides: Build your profile

Copyright protected material
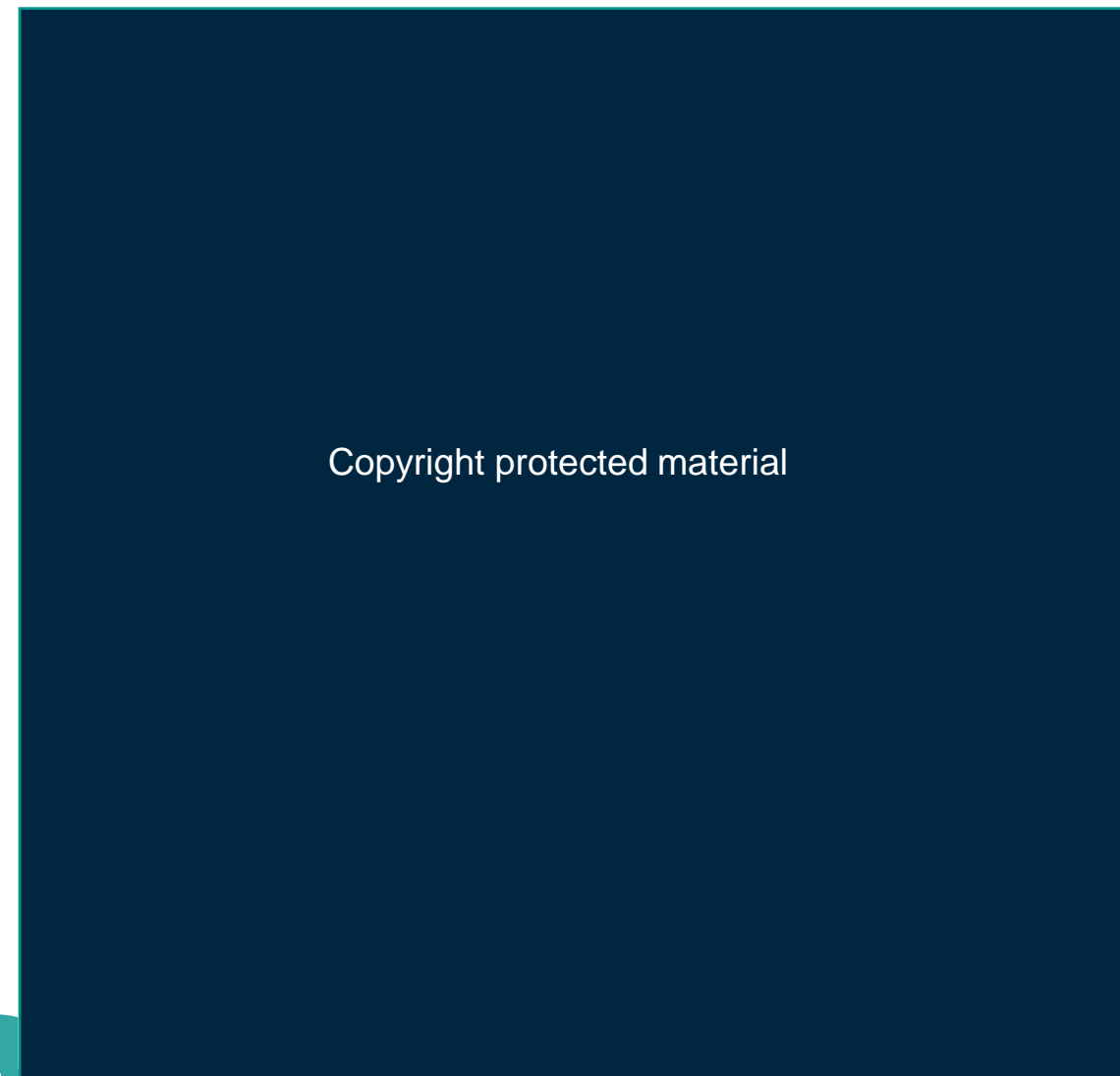
1 Scopus ID

o Automatically generated by Scopus

o Cannot be edited by yourself → via Scopus Feedback Wizard

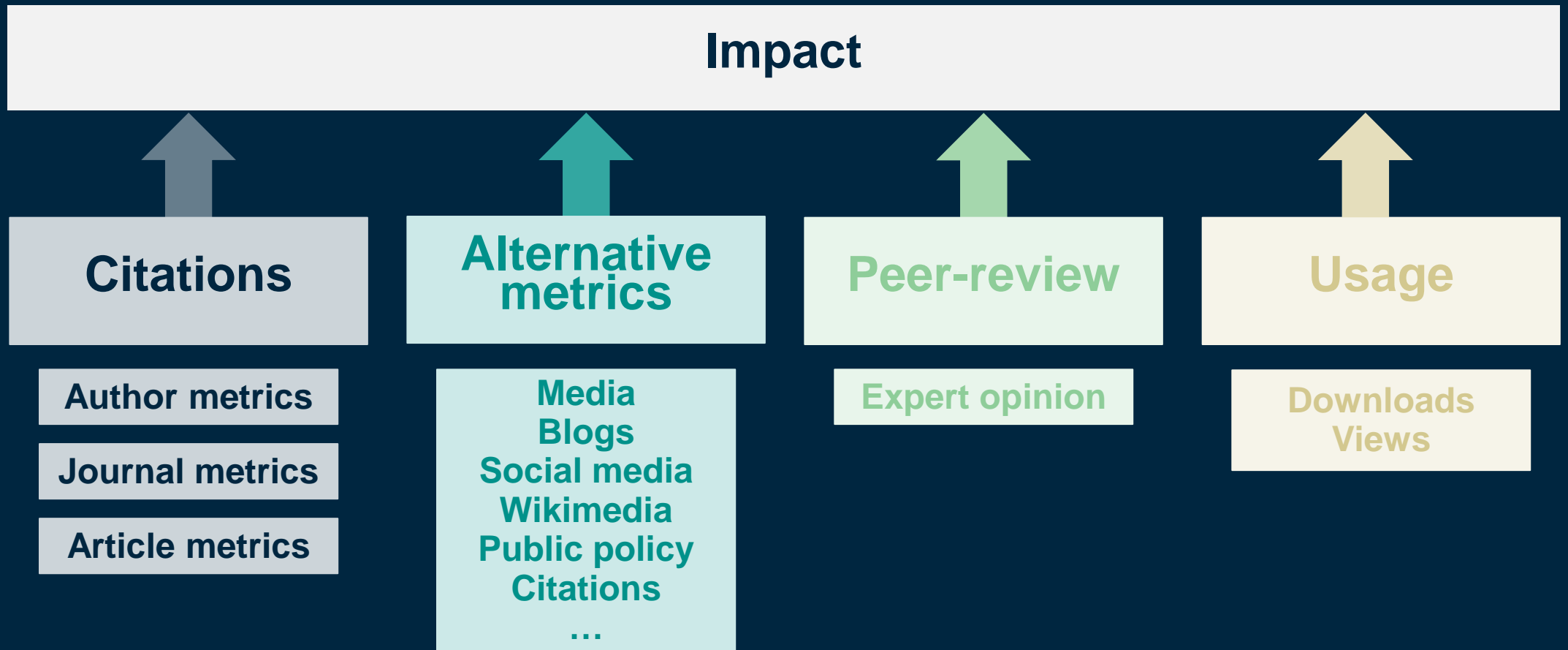o Link it to and sync it with your ORCID

🔧 **Scopus Feedback Wizard**

❓ **Scopus Support Center**
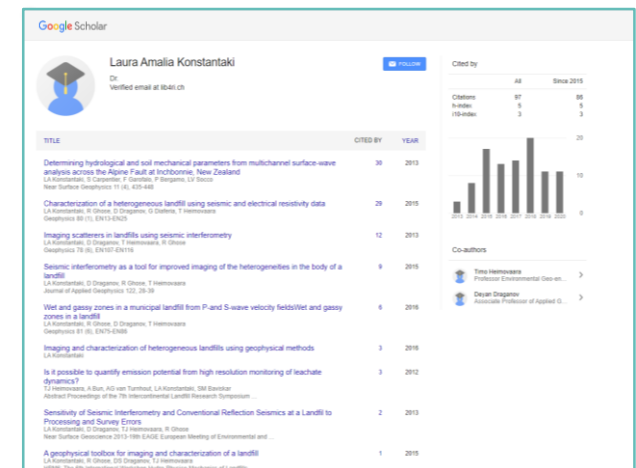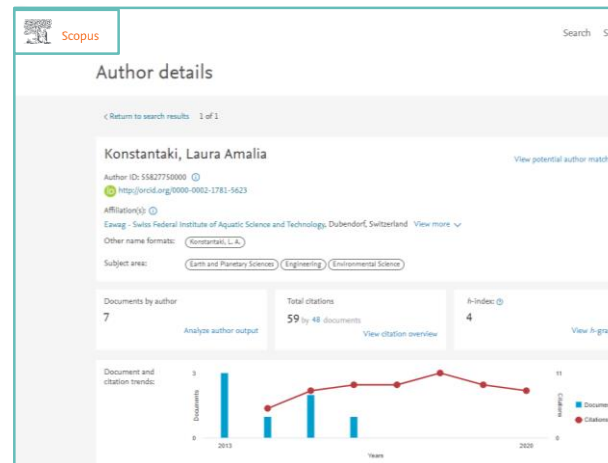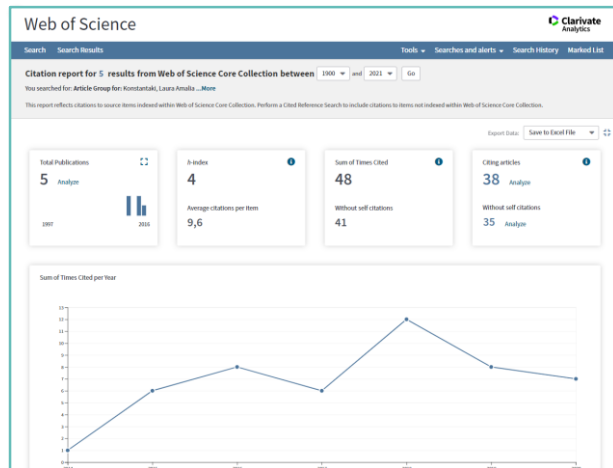
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2 Promote and share output

o Use social media and networks, e.g. ResearchGate, Academia.edu, Linkedin, Mendeley or Mastodon

o Present findings at conferences

o Attend events for networking & developing collaborations

o Share posters, presentations, preprints, data, etc. on respective repositories

o Curate your data and consider what you will share
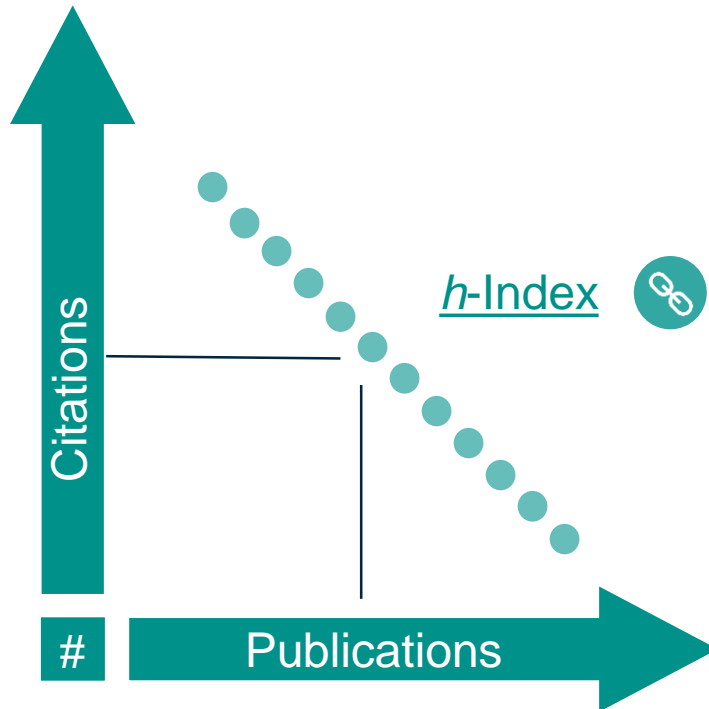
o <u>Get a DOI </u>for your publication

Impact

Impact

Citations

Alternative metrics

Peer-review

Usage

Author metrics

Journal metrics

Article metrics

**Media
Blogs
Social media
Wikimedia
Public policy
Citations
…**

Expert opinion

**Downloads
Views**

3 Author metrics: citation reports

3 Author metrics: h-Index

H-Index calculations

Rank	Paper	# citations
1	Paper A	33
2	Paper B	30
3	Paper C	20
4	Paper D	15
5	Paper E	7
6	Paper F	5
7	Paper G	5
8	Paper H	4

H-Index = 5

Rank	Paper	# citations
1	Paper A	155
2	Paper B	30
3	Paper C	22
4	Paper D	2
5	Paper E	1

H-Index = 3

4 Journal metrics

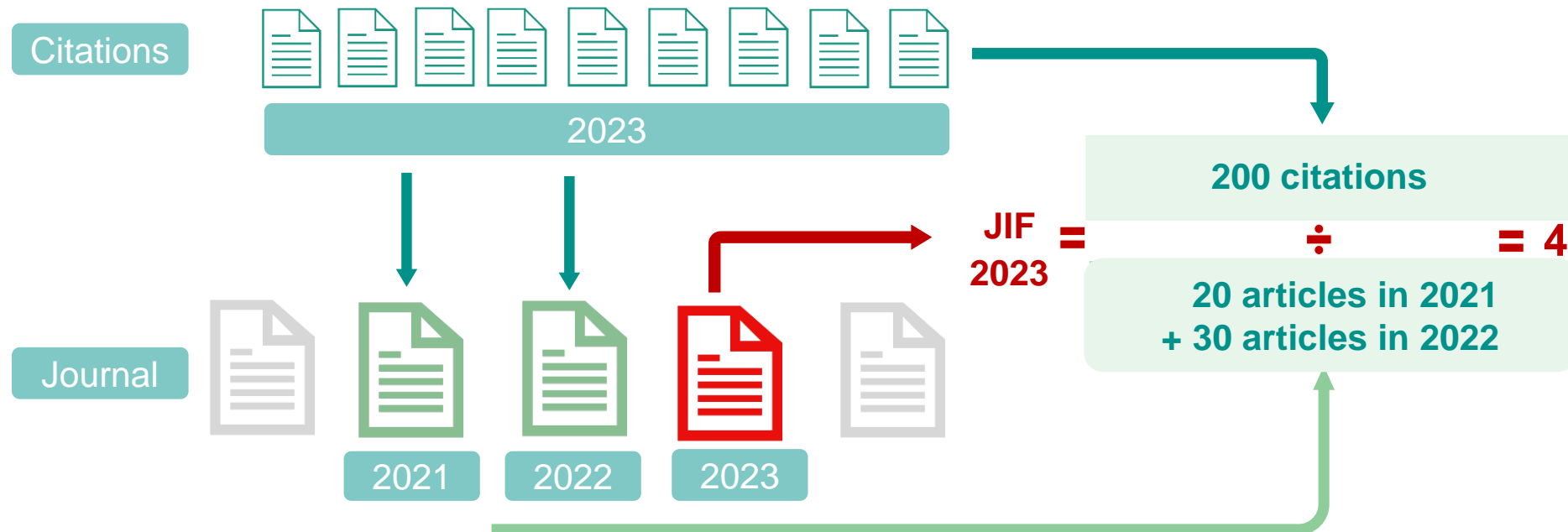## Sources

o Journal Citation Reports (Clerivate)

o CiteScore (Scopus)

o Google Scholar Metrics

Different metrics

o Eigenfactor   ⓘ

o Immediacy Index   ⓘ

o Article Influence Score   ⓘ

o Source Normlized Impact per Paper (SNIP)   ⓘ

o SCImago Journal Rank (SJR)   ⓘ

o Impact Factor   ⓘ

4 Journal metrics: Journal Impact Factor

Citations

2023

Journal

2021 2022 2023

JIF 2023 = $\dfrac{\text{200 citations}}{\text{20 articles in 2021} + \text{30 articles in 2022}}$ = 4

5 Article metrics: Altmetrics

o Measure research impact in other contexts

o E.g. social media, government policy, news outlets, blogs, Wikipedia, etc.

o Track online activity and attention

o Used complementary to traditional metrics

o Looking at societal, outreach or economic impact

▶ A beginner's guide to altmetrics

5 Article metrics – Altmetrics

Bookmarklet

# **6 Conclusion – take home messages**

Visibility

o ORCID, Google Scholar ID, ResearcherID, and Scopus ID are the most common **author IDs**.

o Build your **online profile**!

o **ORCID** enables connections between other IDs, institutions, repositories, publishers, funders, etc. – get one!

o Promote and share your research output in person (conferences, events) and online (repositories, social media, networks)

Impact

o Traditionally, impact is measured by citations but there is more to it.

o **Different levels of research metrics**: author level, journal level, article level

o Web of Science, Scopus, and Google Scholar are the **most common sources for metrics**.

o Many **different metrics exist** – all have their **strengths and weaknesses.** Use them wisely!

o **Altmetrics** measures impact in other contexts

8 Conclusion – challenge
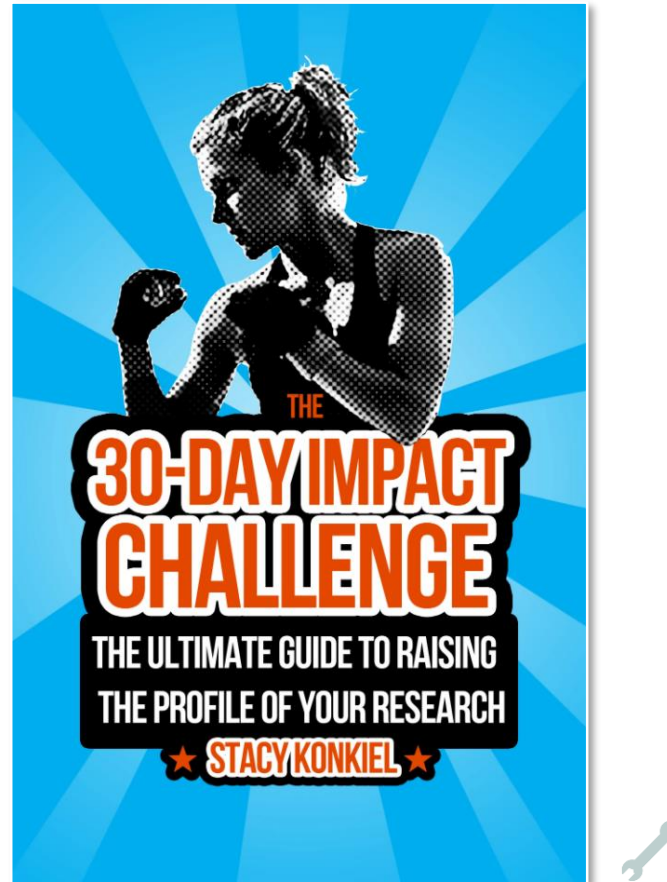
Thank you for your attention! Any questions?

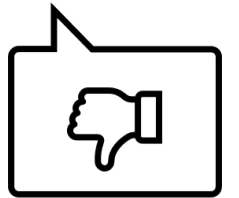## Check out our Info Sheet: Scientific Writing!

Contact

Nina Helg-Kurmann

Project Manager
Phone: +41 (0)58 765 59 70
Nina.helg@lib4ri.ch

Please give us your feeback!

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Impact & Visibility

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www.lib4ri.ch
info@lib4ri.ch
+ 41 58 765 57 00