Maximising the Impact of Your Article

Laura Montgomery
How to stand out from the crowd
Your article needs to be heard above the noise

- Approx. **2.5 million** articles are published every year in around **28,000** peer-reviewed journals.
- In 2009 the total number of science papers published since 1665 reached **50 million**.
- **81%** of early career researchers feel they should read more of the literature than they do.
- **25%** suggest they would need to read for more than 24 working hours a week to keep up.
- The average number of article citations in the Journal Citation Reports is approx. **1** per annum.
- Approximately **50%** of articles are never cited.
The rise of Altmetric

Altmetric Attention Scores track the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers
- Policy mentions
<table>
<thead>
<tr>
<th>Title</th>
<th>Altmetric Score</th>
<th>Journal/Volume/Year</th>
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<tbody>
<tr>
<td>The History of Bibliographic Instruction:</td>
<td>104</td>
<td>The Reference Librarian, July 1995</td>
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<td>Are first-circulation patterns for monographs in the humanities different...</td>
<td>78</td>
<td>Library Collections, Acquisitions, &amp; Technical Services, January 2013</td>
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<td>The Concept of Information Overload: A Review of Literature from Organization...</td>
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<td>People, records and power: What archives can learn from WikiLeaks</td>
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<td>Developing Social Media to Engage and Connect at the University of Liverpool...</td>
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<td>Meeting the Needs of Avid Book Readers: Access, Space, Concentration Support...</td>
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<td>Collaborating to Reduce Content Gaps In Discovery: What Publishers, Discovery...</td>
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<td>The Low Morale Experience of Academic Librarians: A Phenomenological Study</td>
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<td>The Internet as Hyperbole: A Critical Examination of Adoption Rates</td>
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<td>The Information Society, April 2003</td>
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<td>ORCID Author Identifiers: A Primer for Librarians</td>
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<td>Medical Reference Services Quarterly, April 2016</td>
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<td>Librarians as advocates of social media for researchers: A social media...</td>
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<td>Altmetrics: Rethinking the Way We Measure</td>
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<td>The Gendered Interactional Patterns of Computer-Mediated Chatrooms: A...</td>
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<td>New Review of Academic Librarianship, July 2017</td>
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Article-level metrics

Q20

How important do you think each of the following types of article metric will become for assessing the value of research over the next ten years?

Definitions provided: Alt Metrics

- Citations [n = 6,723]
  - 48% very important
  - 33% important
  - 14% somewhat important
  - 3% not important

- Usage / download figures [n = 6,669]
  - 23% very important
  - 37% important
  - 27% somewhat important
  - 9% not important
  - 3% very not important

- Alt-metrics [n = 6,611]
  - 14% very important
  - 30% important
  - 38% somewhat important
  - 14% not important
  - 5% very not important
Doesn’t my publisher handle all of that?

- Discovery
- Impact
- Engagement
How do publishers achieve this?

- By focusing on customers
- Using data and behaviour
- Telling stories to create impact
- Through our global reach
- Using networks, channels & innovations
- Through our partnerships
New For You This Week...

Dear Laura,

It's important to have the latest research at your fingertips, so here's a handpicked collection of current articles and news we think you'll enjoy.

Young Adult Use of Ebooks: An Analysis of Public Library Services and Resources

Bobbi Gray & Victor Howard - Public Library Quarterly

As an online survey distributed to librarians at public libraries across North America established some interesting trends in public librarians’ perceptions of ebooks and how they use the findings of the study. For more information, visit [source link].

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1. The Law Mylan Experience of Academic Librarians: A Qualitative Study
   Journal of Library Administration

2. Time Management for Librarians
   Journal of Library Administration

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Taylor & Francis Group

an informa business
DIY attention-seeking: why you should try it

“Self-promotion helps personalise the conversation”

Professor Andy Miah,
Chair of Ethics and Emerging Technologies,
University of the West of Scotland
10 Tips for maximising your impact
1. While you’re still writing …

- Title
- Abstract
- Think about your keywords
- Clarity is key: be clear and compelling
- Get people not familiar with your work to read it
- Have something new to say and say it convincingly
- Think about what supplementary material and data could complement your article on Kudos
2. Make yourself and your work identifiable with an ORCiD
3. Link from everywhere

- Tweet or post a link to your published article on social media.
- Add a brief summary and link to your article on your department or library website.
- Post updates and link to your article on academic and professional networking sites and discussion lists.
- Write a summary on Kudos and use Kudos sharing tools.
- Use your email signature to tell people about your new article.

- For other SEO tips: [http://authorservices.taylorandfrancis.com/a-researchers-guide-to-seo/](http://authorservices.taylorandfrancis.com/a-researchers-guide-to-seo/)
4. Be a part of the social media conversation

- Social media drives article downloads
- 7 out of 10 most important factors in SEO ranking now come from social media
- Altmetric Attention Scores usually take into account social media attention
- Journalists use social media as a major source of news stories
How to make the most of social media

• Turn your social media profile into a shop window
• Engage in other conversations – retweet, share and respond
• Use hashtags (e.g., #openaccess)
• Talk about what you’re researching, how it’s going, your hurdles, why people should be interested
• Highlight particular arguments
• Link to your article, website, blog, videos
• Tag existing society / university social media accounts
More and more academics are using social media to discuss, and promote, their research. Feedback from Taylor & Francis authors suggest they use it to:

- Discuss current research trends
- Keep up with industry news
- Connect with colleagues
- Share alerts on conferences or call for papers
- Comment on developments in academia
- Share links to their published research
5. Join the blogosphere

Who is blogging, what they’re writing and what to think about before you start.

9 broad types of work being done on blogs: analysing 100 academic blogs

- Academic culture critique: 41%
- Research dissemination: 40%
- Descriptions of academic practices: 34%
- Sharing information (e.g., call for papers, conferences): 24%
- Self help (advice for students or research practitioners): 17%
- Technical advice: 15%
- Personal reflections: 8%
- Teaching advice: 7%
- Career advice: 4%
What are the benefits of blogging ... or even vlogging?

• An outlet for your **creativity**
• Chance to **explore ideas** before you teach them
• A **forum** for introducing your research to those from other disciplines or the general public
• It can hone your English **writing skills**
• **It can direct people to your published work**

authorservices.taylorandfrancis.com/blogging/
6. Embrace the potential of conference networking

- Present a poster or speak at a session.
- Carry with you an electronic portfolio or info on your latest project to discuss with people you meet.
- Go to dinners, dinearounds and social events.
- Send a short follow-up email after any discussion, referring to a specific question or talking point raised during your conversation.
7. Engage with the media

Is your article newsworthy? Speak to your institution and publisher’s press office.
What makes newsworthy research?

- A major breakthrough in the field
- Impact on society
- Recommendation for change
- Timely
- Human interest

Ways to woo the media

- Be strategic
- Take advice from your publisher or press office
- Do your research into who might be interested
- Don’t expect journalists to share your agenda
- Be interesting!
- Consider the timing
- Stay in your comfort zone
- Forge long-term relationships

Listen to our webinar on engaging with the media: http://ow.ly/XFKL30gkTom
8. Soup up your abstract

Video abstracts, the latest trend in scientific publishing
Will "publish or perish" soon include "video or vanish"?

by Jacob Berkowitz

Florian Bieber discusses his article
"Nationalist nationalism: Nation building in the Balkans, Subversive Institutions and the Monkeneggin Paradox" from Ethnopolitics

Video Abstracts
Cartoon Abstracts are a fun new way of visualising academic research.
How a cartoon abstract is developed
9. Engage with policymakers

- Does your article provide evidence to inform policy making?

10. Make the most of publisher initiatives & resources

Use your free author eprints

Ask for a banner for your email signature
Keep up to date with guidance, news and ideas for authors

authorservices.taylorandfrancis.com

Coming soon: Librarian Resources
Questions?

Twitter: @tandfauthorserv and @librarylantern
Facebook: tandfauthorservices