Enhancing research visibility

Sunette Steynberg
sunette.steynberg@up.ac.za

29 May 2019
Research visibility is enhanced by

- Highly ranked journals
- Collaboration
- Open access
- Social media
- Altmetrics
Publish in highly ranked journals
Health Sciences, 2013-2017

Journal impact factors

- SAMJ South African Medical Journal: 2.163
- PLOS ONE: 2.766
- British Journal of Sports Medicine: 7.867
- South African Journal of Psychiatry
- Microscopy Research and Technique: 1.087
- International Journal of Environmental Research and Public Health: 2.145
- Ultrastructural Pathology: 0.657
- Malaria Journal: 2.845

Citations

- SAMJ South African Medical Journal: 168
- PLOS ONE: 242
- British Journal of Sports Medicine: 304
- South African Journal of Psychiatry
- Microscopy Research and Technique: 43
- International Journal of Environmental Research and Public Health
- Ultrastructural Pathology: 26
- Malaria Journal: 58
Collaboration
Health Sciences by WOS documents, 2013-2017

University of P...

- University of Witwater...
- University of Cape...
- Stellenbosch University
- National Health Laboratory
- Tshwane University of Technology
- South African Medical Research Council
- National Research Foundation South Africa
- Centers for Disease Control and Prevention
- Harvard University

Numbers of collaborations:
- University of P...: 245
- University of Witwater...: 26
- University of Cape...: 103
- Stellenbosch University: 66
- National Health Laboratory: 64
- Tshwane University of Technology: 62
- South African Medical Research Council: 56
- National Research Foundation South Africa: 53
- Centers for Disease Control and Prevention: 33
- Harvard University: 32
Health Sciences by Citations per publication

- Harvard University: 60.77
- University of Witwatersrand: 6.66
- University of Cape Town: 16.56
- Centers for Disease Control and Prevention: 15.50
- Stellenbosch University: 21.45
- National Research Foundation: 9.55
- National Health Laboratory Service: 8.84
- University of KwaZulu: 5.09
- Tshwane University of Technology: 7.31
- South African Medical Research Council: 6.96
## Open Access

**University of Pretoria publications 2009-2018**

<table>
<thead>
<tr>
<th>Type</th>
<th>Articles</th>
<th>Citations</th>
<th>Citations/paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>OA journals</td>
<td>5420</td>
<td>57825</td>
<td>10.67</td>
</tr>
<tr>
<td>Other journals</td>
<td>11798</td>
<td>121749</td>
<td>10.32</td>
</tr>
</tbody>
</table>
Social Media

- ORCID
- ResearchGate
- Academia.edu
- Twitter
- LinkedIn
- Wikipedia
- Facebook
- Mendeley
Attention increases impact

I tweeted and blogged about my articles:
- Take 1 research project
- Add 4 resulting publications
- Share 3 of them on social media and ignore the other one
- Downloads: 297, 290, 142 😊

Prof Melissa Terras
Reader in Electronic Communication, Department of Information Studies, UCL, Director of the UCL Centre for Digital Humanities

“Altmetrics is the study and use of scholarly impact measures based on activity in online tools and environments”

Priem, Groth & Taraborelli, 2012
Altmetrics theory

Reach
• # of Views

Engagement
• # of Views + Likes OR Shares

Virality
• % engagers who write a fresh story on social media sites OR blogs
Altmetrics theory (cont.)

<table>
<thead>
<tr>
<th>Dissemination</th>
<th>• Download the pdf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>• People that change their thinking because of research</td>
</tr>
<tr>
<td>Citations</td>
<td>• In peer reviewed literature</td>
</tr>
</tbody>
</table>
Altmetric tools

- Altmetric.com
- PlumX
- CrossRef
PlumX Metrics in Scopus

Ear and Hearing
Volume 37, Issue 1, 2016, Pages e11-e17

Clinical Validity of hearScreen™ Smartphone Hearing Screening for School Children (Article)

Mahomed-Asmail, F. a Swanepoel, D. W. a,b, Eikelboom, R.H. a,b, Myburgh, H.C. d, Hall, J. a,b,c,e

aDepartment of Speech-Language Pathology and Audiology, University of Pretoria, Room 325, Level 3, Corner Lynnwood and University Road, Pretoria, South Africa
bEar Science Institute Australia, Subiaco, WA, Australia
cEar Sciences Centre, School of Surgery, University of Western Australia, Nedlands, WA, Australia

tView additional affiliations
### PlumX Metrics

#### Citations
- CrossRef - Citation Indexes: 14
- PubMed - Citation Indexes: 10

#### Usage
- Bitly - Clicks: 14
- EBSCO - Abstract Views: 55
- EBSCO - Link-outs: 22

#### Captures
- EBSCO - Exports-Saves: 16
- Mendeley - Readers: 2

#### Social Media
- Facebook - Shares, Likes & Comments: 20
- Twitter - Tweets: 1
Altmetrics advantages

- Immediacy vs. time lag
- Diverse sources
- Not just numbers
- Humanities and Social Sciences
- Publications not indexed in citation databases
- Young scholars
- Supplement traditional metrics
Note: Altmetrics are not indicators of the quality of a work, but is an indication of the quantity of attention received by that piece of work.
Thank you