Research Visibility

Highlighting why your research matters

According to Scopus, more than 400,000 academic publications alone are published each year in Social Sciences, and that number is rising. So, it's increasingly important for you to find ways to make your works stand out within and potentially too beyond academia.

The Library Research Support Team can assist you in building and boosting your research identity by helping you with 4 major components:

1. Creating a unique online ID to differentiate you from other academics
2. Create and/or manage your chosen research profiles to ensure your research portfolio is disseminated effectively
3. Supporting you in sharing your research as widely as possible (open access)
4. Track the influence of your works

Why should you invest time and efforts in this it?

LSE scholars are creating significant research, and it's important to draw attention to the knowledge they produce. Disseminating your research findings more openly and engaging in scholarly discourse present many advantages:

Get credit/recognition	Positive Researcn culture	Collaboration	Develop your career
(make it easy for funders, potential collaborators, peers to find you)	(cultivate/foster an inspiring and diverse research environment)	(build and share expertise, methods, ideas)	(support skills and talent)

Keep in mind that visibility is not impact but visibility can ***boost*** *impact*.

Where do you start?

1. Ask yourself:

- Where can your research currently be found?
- Who do you want to reach? What do you want to achieve? This may vary depending on your stage in your career but could include a broad range of goals such as greater exposure of your work in your field or reaching policy makers beyond academia? Would you like to broaden your network, find new collaborators etc?
- How many research profiles you can realistically maintain?

Once you've answered the above, <u>develop a plan/strategy which would include selecting the best research profiles for your needs.</u>

2. Raise the profile of your research

Citation providers' coverage in social sciences is limited and therefore it may be more difficult for readers to retrieve all your works. In order for all your research findings to be easily discoverable and accurately attributed to you, you need to build and curate your research profiles to promote your research.

Getting these set up may initially look daunting. Below is a suggested workflow of how you can set them up and hopefully save time in the long run. It focuses mostly on author tools used by LSE academics.

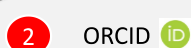Recommended workflow to manage author profiles and identifiers:

OWNED AND EDITED BY YOU

1. **Google scholar** — Clean Google Scholar Profile. Export list of pubs as a bibtex file. Tip: Select manual updates in configure articles updates to keep in control of what goes in

2. **ORCID iD** — Register for an ORCID. Distinguish yourself. To date, 1,248,052 researchers have an ORCID ID (+2,000 at LSE)

3. Populate list of pubs in ORCID by uploading GS bibtex file. We recommend that you also permit the CrossRef Metadata Search to add pubs to your ORCID record. This means that when your publisher adds your ORCID iD to the metadata of your article, it will be automatically added to your profile.
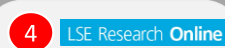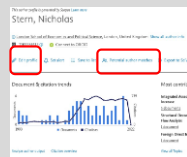
4. **LSE Research Online** — Check your outputs in LSERO and send updated list to team to add any missing works at: lseresearchonline@lse.ac.uk

OWNED BY CITATION PROVIDERS
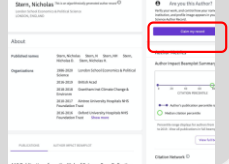
1. **Scopus** — Clean up your scopus author profile using their author feedback

2. **Clarivate Web of Science** — Clean up your Web of Science author record

3. **Dimensions** — Clean up your Dimensions researcher profile. Dimensions uses several sources to aggregate author data including ORCID.

Once you have publications indexed in one of the 3 tools, they will automatically create an author profile for you. It is very common for researchers to have incorrect or multiple profiles (due to name or affiliation changes). Make sure your data in them is accurate as this will ultimately affect your citation data.

Tip: Review and update your content in the above tools a few times per year. Contact library.bibliometrics@lse.ac.uk if you need assistance.

Each profiling tool has its own functionality, features and metrics; they are not mutually exclusive.

3. Share your research

Publish Open Access

Publications are visible when they can be found. A recent study* showed that research published in subscription journals (ie behind a paywall) is becoming more and more invisible as readers can't find or access it easily online. To avoid this, we strongly recommend publishing your findings under Creative Commons licences and deposit them in [LSE Research Online](#) which receive great visibility all around the world.

"An open access citation advantage as high as 19% exists, even when articles are embargoed during some or all of their prime citation years"-Ottaviani, 2016, PLOS ONE, https://doi.org/10.1371/journal.pone.0159614

Not only publishing open access will help in making your research more visible and therefore potentially more **citable** but it will also help making your research more **inclusive** and open it up to a wider range of readers/users.

Share your research data/material (the legal way)

This also applies to non-peer review works. For instance, sharing your data or any non peer-reviewed material can also enhance your reputation, allow others to build on your work, or provide opportunities for teaching and learning. Furthermore, this would demonstrate your commitment to open science principles which is an area research funders (eg : UKRI, Wellcome etc) increasingly value and request evidence from their grantees.

4. Engage in scholarly discourse

In today's digital world, there are lots of options available to you to engage online in relevant networking communities or social media. For an exhaustive list, [check](#) the A to Z of Creative Media for Academia by Professor Miah (Salford Univ). As mentioned before, choose carefully which outlets or platforms to invest time in depending on your goals, subject fields. This way, the effort you spend can be more productive.

Another effective strategy is to make **bite-size assets** (like visual abstracts, video abstracts, infographics, educational articles, podcasts and blogs). These formats which aren't limited by publisher restrictions can be an effective way to communicate your key findings so that busy readers can engage with articles that are most relevant to them. You can also use the assets to link to the original academic work.

If **blogging** is an appropriate choice for you, check out Professor Dunleavy [recommendations](#) on how to turn your research article.

Also, LSE Research Impact Manager from the Research and Innovation Division can support you in fulfilling your impact strategy.

5. Review what works best for you

If you're curious about how and why your work is being used or if your visibility strategy you've put in place has been effective, you may be interested in checking out your citation and altmetrics data.

Traditionally speaking, an author's scholarly influence is usually measured by the number of publications the author has authored as well as the number of times the author's publications are being cited by other researchers.

This said, citation data is only ONE quantitative indicator of research performance; it is important not to rely on these numbers and indicators alone, but use them together with expert judgment as expressly stated in [LSE statement on the responsible use of citation metrics](#). Other quantitative and qualitative approaches to assess research influence or impact should also be obtained in order to get a more holistic picture of the research and its impact. Being able to showcase how your research has reached or contributed to the advancement of the goals of its target audience (either at the global level or for targeted specific groups) can also be very beneficial.

Beyond citation analysis and research analytics tools such as **Scopus** and **Web of Science** and **SciVal**, the LSE Library also subscribes to altmetrics tools such as **Altmetric Explorer**. This tool as well as newly launched **Overton** can help gathering evidence of your policy documents mentions and potentially demonstrate how your research has contributed to a change or implementation of policies.

One last word on the Journal Impact Factor

"As a journal level metric, the JIF should not be used as an indicator for the quality or impact of particular articles or authors. Put another way, the JIF is not statistically representative of (the citations to) individual articles and cannot summarize the quality of an author's entire body of work.
As a retrospective measure of past citations to a journal, the JIF is not a good predictor of whether an individual article will be highly cited. Due to the skewed distribution of citations (relatively few articles receive most citations, sometimes described as "the long tail"), the use of the mean rather than the median value of citations per article does not offer a reliable prediction for the average number of citations an article can expect to receive." [From the [Metrics Toolkit](#)]

*Piwowar,H ; Priem J & Orr, R (2019) : the future of OA: a large-scale analysis projecting Open Access publication and readership

Nathalie Cornée
Library Research Information Analyst

Nathalie can provide one to one support with raising your research visibility, managing your author profiles. She can also assist you with citation analyses and bibliometrics reports.
https://www.lse.ac.uk/library/research-support/research-impact-and-bibliometrics