Summer Writing Group
Special Topics Series

Think Research Impact Before Publication:
Tips and Tools from Your Libraries
Think Research Impact Before Publication:
Tips and Tools from Your Librarians
Today’s Topics

• Welcome & Introductions
• What’s the best journal or publisher for my scholarly project?
• How do I increase access to my work?
• How do I track its reach?
• Questions & Wrap-Up
Think Research Impact Before Publication: Tips and Tools from Your Libraries

Learning Objectives:

1) Use at least one tool to identify a potential journal or publisher for my scholarly project.

2) Take an action toward claiming my author rights (e.g. search SHERPA/RoMEO for copyright policies for a target journal, locate the Carolina Digital Repository submission form, fill out the SPARC addendum).

3) Take an action toward sharing my research widely (e.g. obtain an ORCID iD, begin a social media scholarship plan, identify a new platform to share my work).

4) Measure the impact of my work through citation counts in Dimensions, Web of Science, or Scopus.
“The University Libraries, like any institution, operates through a set of legacy systems that have been in place for decades. These systems implicitly and explicitly perpetuate inequity because they have been traditionally centered on whiteness and patriarchy as a default. They permeate everything that we do—what we collect, how we describe it, how we deliver services, how we organize our operational functions and design our spaces, how we structure our budget, where we invest resources, how we recruit, what we choose to elevate and highlight.”

--Elaine Westbrooks, Vice Provost for University Libraries and University Librarian, June 2020, in *The University Libraries’ Role in Reckoning with Systemic Racism and Oppression*
Readings around Impact

**Citation Matters: Mobilizing the Politics of Citation Toward a Practice of "Conscientious Engagement"** by Carrie Mott & Daniel Cockayne, *Gender, Place & Culture: A Journal of Feminist Geography*, Volume 24, Issue 17, Pages 954-973, 2017

**Humane Metrics Initiative**: “committed to establishing humane indicators of excellence in academia, focused particularly on the humanities and social sciences (HSS)”

- [Zotero library](#) of references

**Conducting research through an anti-racism lens** by Shanda Hunt & Amy Riegelman, Librarians at University of Michigan Libraries

**Peer Review, Citation Practices, and Finding Scholarship** by Jaime Ding, Digital Publishing Fellow, Robert E. Kennedy Library at Cal Poly
Welcome & Introductions

• Jamie Conklin, Health Sciences Librarian, jconklin@unc.edu
• Anne Gilliland, Scholarly Communications Officer, anne_gilliland@unc.edu
• Who’s in the room?
  • Name
  • Department
  • What does impact mean for you and/or your discipline?
Research Impact

The demonstrable contribution that excellent research makes to academia, society and the economy:

• **Academic impact**: Contribution to academic advances, across and within disciplines, in understanding, methods, theory and application

• **Societal impact**: Benefit to individuals, organizations and nations by enhancing quality of life, health and creative output, and increasing the effectiveness of public services and policy

• **Economic impact**: Attracting investment, wealth creation, enhanced national and global competitiveness

adapted from the [Research Councils UK](https://www.rcuk.ac.uk)
Why think about impact before publication?
Think Impact...Process versus Product

• Conceiving project or research ideas
• Thinking about collaborations
• Designing projects or research studies
• Thinking about products or outputs (data, devices, materials, publicly available resources, patents, software, teaching and training materials, new approaches, clinical guidelines, policy or legislation, MORE)
• Applying for funding
• Communicating
  • Formal, scholarly written and oral presentations
  • "Grey Literature" such as white papers and reports
  • Public/community venues
  • Popular Media / Social Media
Finding the Right Audience

What’s the best journal or publisher for my scholarly project?
Identifying a Target Publication

Pro’s

• Broaden perspective and consider new areas
• Several tools available at UNC
• Relatively quick and easy

Con’s

• Applies to traditional publishing formats (especially journals)
What’s the best journal for my scholarly project?

• Scopus
• Web of Science
• Subject-specific databases
• JANE
Subject-specific databases: https://guides.lib.unc.edu/sb.php
JANE: http://jane.biosemantics.org/

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<td>Journal of anxiety disorders <strong>Medline-indexed</strong></td>
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<td>Psychol Addict Behav <strong>Medline-indexed</strong></td>
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<td>Journal of behavior therapy and experimental psychiatry <strong>Medline-indexed</strong></td>
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<td>Behaviour research and therapy <strong>Medline-indexed</strong></td>
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<td>CBE life sciences education <strong>Medline-indexed</strong></td>
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The confidence score for CBE life sciences education is based on these articles:

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<th>Similarity</th>
<th>Citation</th>
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Explore more in PubMed
DOAJ: https://doaj.org/
Finding a Publisher

A first step in finding a publisher is learning which scholarly presses publish in your field of research. In addition to browsing the publishers of works you cite, here are a few essential tools to get you started:

The AUPresses Subject Area Grid

Published annually in the Association of University Presses Directory (see below), the Association also makes the Subject Area Grid available as a free download. The grid indicates the subject areas in which each member press has a strong interest.

Download the 2018 AUPresses Subject Area Grid ▶

The AUPresses Annual Directory

Indispensable for scholarly authors, the Association of University Presses Directory includes detailed editorial profiles and press staff contact information. New available in both print and digital editions, including a convenient 30-day digital access option.

Learn more or order the 2018 AUPresses Directory ▶

Press Websites

Our member presses usually provide extensive information about their editorial interests and submission guidelines via their own websites:

Find links via the AUPresses Membership List ▶
Avoid Predatory Journals

1. Review Directory of Open Access Journals [https://doaj.org/]
2. Think Check Submit: [https://thinkchecksubmit.org/]
3. Check all journals
   • Editorial board members and reviewers
   • Track record
   • Communication of policies and practices
   • Contact information
Your Turn!

• Use a tool to find a possible publisher
• Share in the chat which tool you used
Increasing Access to My Work

How do I make my research open and maintain my rights?
Maintaining Rights and Making Research Open

**Pro’s**
- Increased author control
- Green open access = free
- Open = more accessible = broader reach & potentially greater impact

**Con’s**
- Requires some initiative
- Gold open access = $$$
- Initial learning curve
UNC Open Access Policy

• Each Faculty member of the University of North Carolina at Chapel Hill grants to the University a nonexclusive version of his or her scholarly articles for the purpose of making those articles freely and widely available in an open access repository.

• Goals:
  • To allow the faculty research and scholarship to be disseminated as widely as possible.
  • To protect the intellectual property rights of faculty while respecting the diversity of scholarly communication practices across the university.
  • To achieve these goals with a narrow rights-retention policy.
Making Carolina’s research visible, accessible & affordable

The Problem

Sustainable Scholarship at Carolina

Take Action
What are my author rights?

• You hold copyrights, you have rights!
• Read your publishing contracts
  • What do I look for?
  • Ask your editor for a PDF!
• What is an author addendum?
  • How do I use it?
Green Open Access

Check SHERPA/RoMEO [http://sherpa.ac.uk/romeo/index.php](http://sherpa.ac.uk/romeo/index.php)

**Journal of Interprofessional Care**

**Publication Information**
- Title: Journal of Interprofessional Care
- ISSNs: Print: 1356-1820, Electronic: 1469-9567
- URL: [http://informahealthcare.com/journals/jic](http://informahealthcare.com/journals/jic)
- Publishers: Taylor and Francis (Commercial Publisher)

**Publisher Policy**

Open Access pathways permitted by this journal's policy are listed below by article version. Click on a pathway for a more detailed view.

**Published Version**
- Any Website, Journal Website: +2

**Accepted Version**
- 12m: CC BY NC, PMC
- Institutional Repository: Subject Repository, PMC: +4

**Submitted Version**
- arXiv, bioRxiv, SocArXiv: +2
Carolina Digital Repository: https://cdr.lib.unc.edu/

- AKA the CDR, the Institutional Repository, or IR
- Easy deposit form
- Free of charge
- Ensures that your scholarship is safe from alteration, accessible, and searchable
- Allows any kind of file up to 2 terabytes
- Optional embargo
- Other features!
Your Turn!

Options
1. Check SHERPA/RoMEO for a target journal
2. Visit the CDR and find out how to deposit
3. Read the SPARC author addendum
4. Come up with your own idea for opening your work and/or maintaining your rights
Increasing Access to My Work

How do I share my research with the world through social media, author profiles, and other mechanisms?
Sharing Research with the World

Pro’s
- Immediate impact
- Goes beyond publications
- Engages the public
- Becoming required by publishers

Con’s
- Time consuming
- Multiple accounts
- Changing pace of technology
Public Engagement and Broader Impacts

- Incorporate more publicly oriented outputs or impacts
  - Blog posts
  - Policy briefs
  - Podcasts
  - Open access material
- Carolina Next: Innovations for Public Good

Social media scholarship

- Original scholarship that
  - Advances the field by building on theory, research, or best practice
  - Is archived and disseminated
  - Provides community with the ability to provide feedback in a transparent manner that informs a wider discussion

Altmetrics: Incorporating new data sources

- News mentions
- Policy development
- Twitter
- Facebook
- Downloads
- Saves into Mendeley, Zotero, etc.
- Syllabi
Finding Altmetrics in **Scopus** and **CINAHL**

1. Navigate to an article of interest
2. On the right side of the **Document details** page, click the down arrow by **PlumX Metrics**
Altmetric bookmarklet

Altmetric offers a free bookmarklet that allows you to view article-level metrics for the articles that you read online.

To get started, drag and drop the Altmetric bookmarklet to the bookmarks bar in your web browser. **Works for Chrome, Firefox and Safari.** Due to some limitations, the bookmarklet may not work for every article.

- **Altmetric Data Sources:** Four main categories: Policy documents, mainstream media, social media, online reference manager and publisher download counts

[guides.lib.unc.edu/measure-impact/alt-metrics](http://guides.lib.unc.edu/measure-impact/alt-metrics)
Parent-Mediated Intervention for One-Year-Olds Screened as At-Risk for Autism Spectrum Disorder: A Randomized Controlled Trial

This research output has an Altmetric Attention Score of 56. This is our high-level measure of the quality and quantity of online attention that it has received. This Attention Score, as well as the ranking and number of research outputs shown below, was calculated when the research output was last mentioned on 17 July 2019.

We're also able to compare this research output to 87 others from the same source and published within six weeks on either side of this one. This one has done particularly well, scoring higher than 94% of its contemporaries.
Create Your Research Profile

• **Open Researcher and Contributor ID** (= ORCID)
  • Persistent digital identifier (ORCID iD)
  • Unique, non-sensitive identifier for scholars
  • Online scholarly profile
• Addresses common names, names changes, versions of names
• Not tied to one vendor like Scopus ID or Researcher ID
  • ORCID iD can be linked to these.
• UNC Libraries guide: [http://guides.lib.unc.edu/orcid](http://guides.lib.unc.edu/orcid)
• Email for help: ORCIDteam@unc.edu
CREATE & CONNECT YOUR

ORCID

• Step 1: Log on with your ONYEN to http://bit.ly/uncorcid

• Step 2: Select the "Create or Connect your ORCID" button.

• Step 3: Login to your existing ORCID account
  OR
  Create one if you don’t have one.

• Step 4: Authorize UNC as a Trusted Organization when prompted.
Your Turn!

Options

1. Sign up for an ORCID iD & connect through the UNC portal
2. Explore Altmetrics scores in Scopus
3. Check the social media presence of your target publisher
4. Begin drafting a social media plan
Tracking Your Impact

How is my research being used?
Tracking Your Impact

**Pro’s**
- Variety of indicators
- Several tools available at UNC
- Relatively quick and easy

**Con’s**
- No perfect measurement
- Some still in development (e.g. grants/policies)
Measuring Impact

- Author
- Article
- Journal
- Project
- Department
- Institution

[guides.lib.unc.edu/measure-impact]
Tracking Your Publications' Impact

• Scopus
• Web of Science
• Dimensions
• Google Scholar
Phillis, Katherine W.

Analyze documents published between: 2003 to 2018

Year | Citations
--- | ---
2018 | 81
2017 | 168
2016 | 171
2015 | 143
2014 | 123
2013 | 86
2012 | 62
2011 | 48
2010 | 28
2009 | 12
2008 | 3
2007 | 1
2006 | 0
2005 | 0
2004 | 0
2003 | 0

Citations by year

Note: Scopus is in progress of updating pre-1996 cited references going back to 1970. Pre-1996 citation counts might increase over time.
Web of Science

Citation report for 43 results from Web of Science Core Collection between 1900 and 2018.

Total Publications: 43
h-index: 17
Sum of Times Cited: 1,248
Citing articles: 998

Average citations per item: 29.02
Without self citations: 1,167
Without self citations: 973

Sum of Times Cited per Year
Dimensions: https://app.dimensions.ai

- News
- Policy
- Grants
- Social media
  - Twitter
  - Facebook
  - Reddit
  - More!

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Screen shot of Dimensions website with search bar and article information:

**Publication - Article**

**How Diversity Works**

*Scientific American*, 311(4), 42-47, 2014

https://doi.org/10.1038/scientificamerican1014-42/

**Authors**

Katharine W Phillips

**Abstract**

Being around people who are different from us makes us more creative, more diligent and harder-working

**Publication citations - 19**

- **Race/Ethnicity and Social Adjustment of Adolescents: How (Not If) School Diversity Matters**
  - Sandra Graham
  - 2018, Educational Psychologist - Article
  - **4** Add to Library

- **Articulating the “How,” the “For What,” the “For Whom,” and the “With Whom” in Concert: A Call to Broaden the Benchmarks of our Scholarship**
  - Thomas M. Philip, Megan Bang, Kara Jackson
  - 2018, Cognition and Instruction - Article
  - **1** Add to Library

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Support | Register

Publication metrics

Dimensions Badge

- Total citations: 19
- Recent citations: 18
- Field Citation Ratio: 0.45

Altmetric

- News (101)
- Blogs (30)
- Twitter (14239)
- Facebook (178)
- Wikipedia (1)
- Google+ (27)
- Q&A (1)
- Video (3)
- Mendeley (65)

External sources

- Full text at publisher site
- Abstract at PubMed

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UNC UNIVERSITY LIBRARIES

library.unc.edu
Author Impact: H-Index

Find your h-index in Scopus, Web of Science, or Google Scholar

A diagram illustrating the concept of the H-index, which is the number of papers that have at least that number of citations. The graph shows the relationship between citations and papers, with the h-index defined as the number of papers that have at least h citations, and the same number of citations as the papers.
Your Turn!

Search for yourself or a collaborator in one of these:
Dimensions
Scopus
Web of Science
What next step will you take to consider impact before publication?
Wrap-Up

• Questions?
• Handout and URLs
• Measure Your Impact guide: guides.lib.unc.edu/measureimpact
• Library liaisons
Survey
(please check your email)

Think Research Impact Before Publication:
Tips and Tools from Your Libraries