



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.



Positionality

"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 <u>The University Libraries' Role in Reckoning with Systemic Racism and Oppression</u>

The Reckoning Initiative at University Libraries



Readings around Impact

<u>Citation Matters: Mobilizing the Politics of Citation Toward a Practice of "Conscientous Engagement"</u> 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

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

<u>Peer Review, Citation Practices, and Finding Scholarship</u> 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:

- <u>Academic impact</u>: Contribution to academic advances, across and within disciplines, in understanding, methods, theory and application
- <u>Societal impact</u>: Benefit to individuals, organizations and nations by enhancing quality of life, health and creative output, and increasing the effectiveness of public services and policy
- <u>Economic impact</u>: Attracting investment, wealth creation, enhanced national and global competitiveness

adapted from the Research Councils 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)

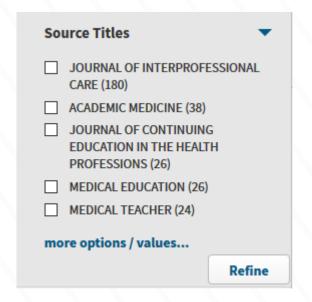


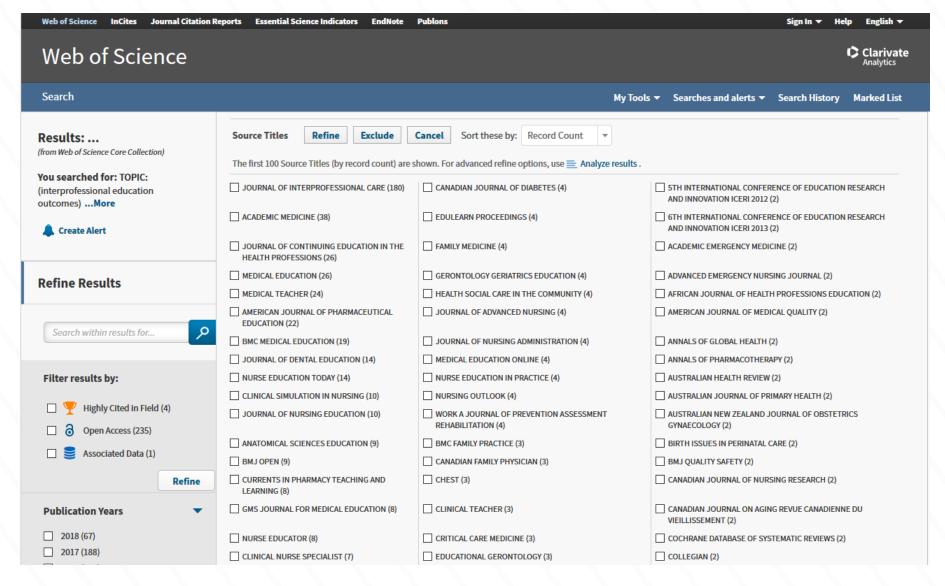
What's the best journal for my scholarly project?

- Scopus
- Web of Science
- Subject-specific databases
- JANE



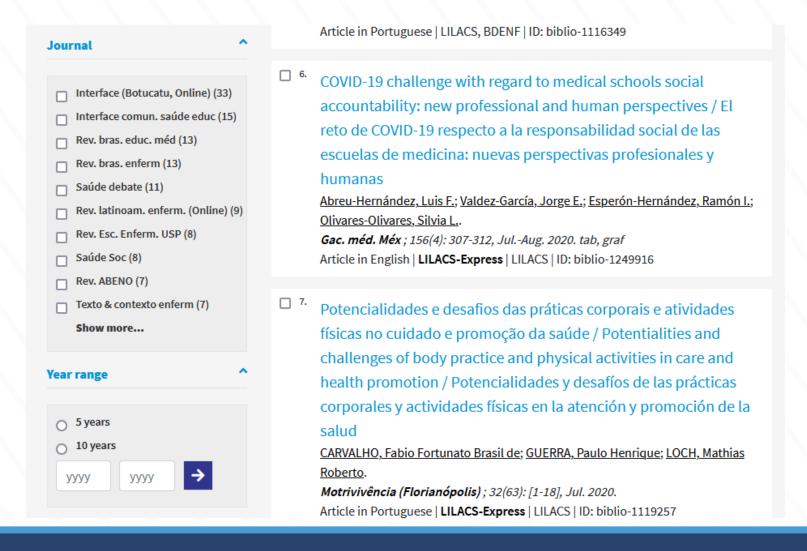
Web of Science







Subject-specific databases: https://guides.lib.unc.edu/sb.php





JANE: http://jane.biosemantics.org/



These journals have articles most similar to your input:

[&]quot;Are students socially anxious? Is anxiety associated with quiz performance? Is social anxiety assoc..."

Confidence	Journal	Article Influence ②	Articles
	Journal of anxiety disorders Medline-indexed	1.1	Show articles
	Psychol Addict Behav Medline-indexed	1.2	Show articles
	Journal of behavior therapy and experimental psychiatry Medline-indexed	0.9	Show articles
	Behaviour research and therapy Medline-indexed	1.6	Show articles
	CBE life sciences education Medline-indexed PMC	0.8	Hide articles

The confidence score for CBE life sciences education is based on these articles:

Similarity

Citation

Wiggins BL, Eddy SL, Wener-Fligner L, Freisem K, Grunspan DZ, Theobald EJ, Timbrook J, Crowe AJ

ASPECT: A Survey to Assess Student Perspective of Engagement in an Active-Learning Classroom.

CBE life sciences education. 2017

Cooper KM, Brownell SE

Coming Out in Class: Challenges and Benefits of Active Learning in a Biology Classroom for LGBTQIA Students.

CBE life sciences education. 2016

Eddy SL, Brownell SE, Thummaphan P, Lan MC, Wenderoth MP

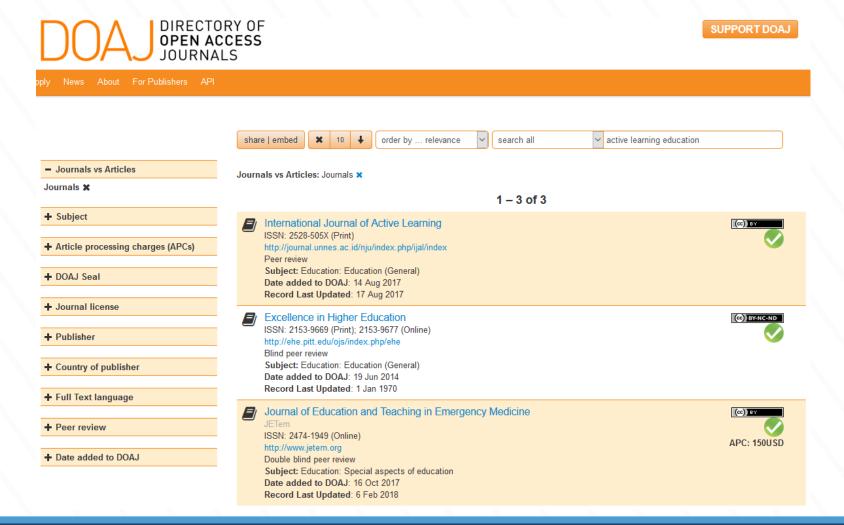
Caution, Student Experience May Vary: Social Identities Impact a Student's Experience in Peer Discussions.

CBE life sciences education. 2015

Explore more in PubMed

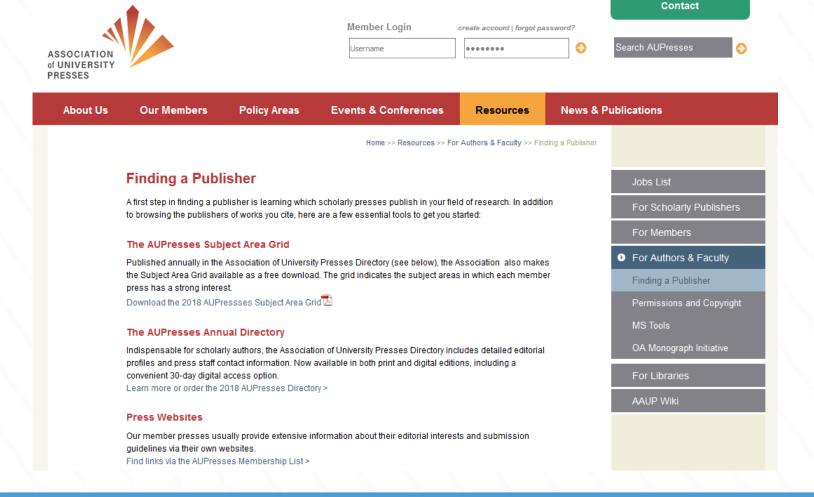


DOAJ: https://doaj.org/





Association of University Presses http://www.aupresses.org/resources/for-authors-a-faculty





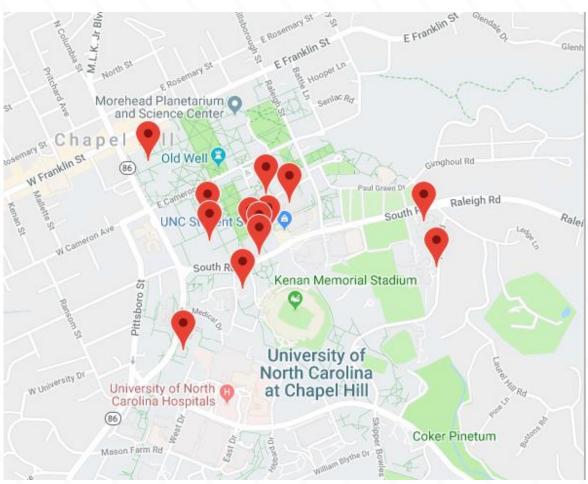
Avoid Predatory Journals

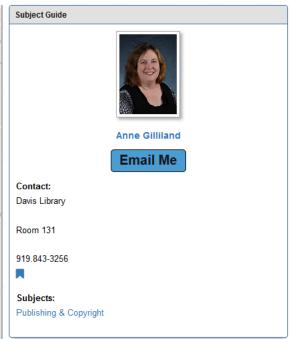
- 1. Review Directory of Open Access Journals https://doaj.org/
- 2. Think Check Submit: https://thinkchecksubmit.org/
- 3. Check all journals
 - Editorial board members and reviewers
 - Track record
 - Communication of policies and practices
 - Contact information



Liaison Librarians: https://library.unc.edu/hours/







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

Contact Us



The Problem



Sustainable Scholarship

at Carolina



Take Action

What are my author rights?

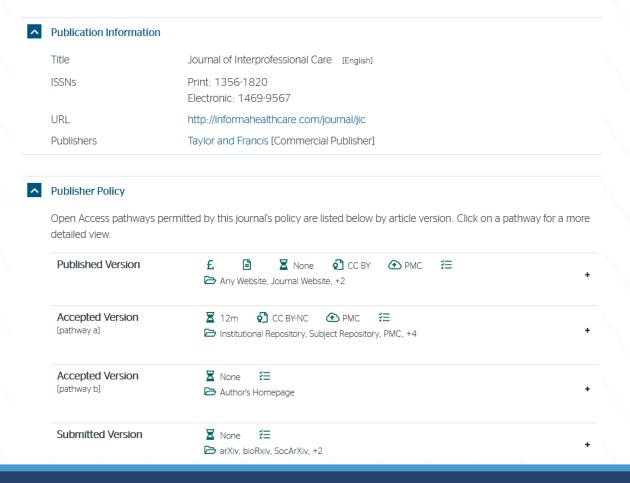
- You hold copyrights, you have rights!
- Read your publishing contracts
 - What do I look for?
 - Ask your editor for a PDF!
- What is an author addendum?
 - How do I use it?



Green Open Access

Check SHERPA/RoMEO http://sherpa.ac.uk/romeo/index.php

Journal of Interprofessional Care





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

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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

Alperin, J. P., Munoz Nieves, C., Schimanski, L. A., Fischman, G. E., Niles, M. T., & McKiernan, E. C. (2019). How significant are the public dimensions of faculty work in review, promotion and tenure documents? *Elife*, 8. doi:10.7554/eLife.42254



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

Sherbino, J., Arora, V. M., Van Melle, E., Rogers, R., Frank, J. R., & Holmboe, E. S. (2015). Criteria for social media-based scholarship in health professions education. *Postgraduate Medical Journal*, *91*(1080), 551-555.

Table 2. Elements of a social media scholarship portfolio

Components

- A social media scholarship philosophy, defining academic niche, audience, objective, and platforms
- A clear description of how social media scholarship aligns with the overall career development plan of the academic
- Description of social media activity in all of its aspects
- o Original content creation
- Curation of content
- Community management
- Platform administration
- Data analysis
- Durable record of scholarship (eg, permalinks, cached content, or physical copies)
- Description of scholarly work producing social media publications (eg, sources reviewed, literature search, previous traditional publications in the field)
- Metrics related to the impact of the scholarship (eg, page views, alternative metrics, subscriptions, or any platform-specific analytics)
- Description of the alignment with institutional and committee standards
- Description of the impact on the academic field
- Description of scholarly work using Glassick's model [71,73]
- Clear goals
- Adequate preparation
- Appropriate methods
- Significant results
- Effective presentation
- Reflective technique

Adapted from Cabrera et al [40].

Altmetrics: Incorporating new data sources

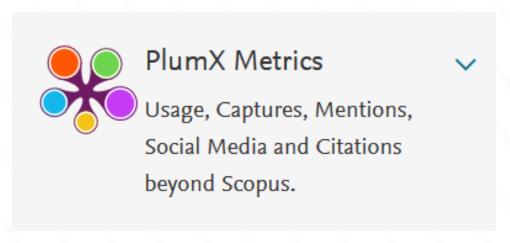


- Picked up by 7 news outlets Blogged by 39
- Referenced in 5 policy sources
- Tweeted by 97
- Referenced in 3 patents
 Mentioned by 1 peer review
 sites
- On **2** Facebook pages
 Referenced in **8** Wikipedia
 pages
 Mentioned in **2** Google+
 posts

- 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



of 87 outputs

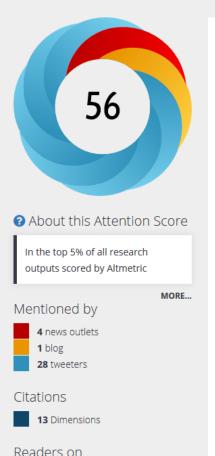
Parent-Mediated Intervention for One-Year-Olds Screened as At-Risk for Autism Spectrum Disorder: A Randomized Controlled Trial

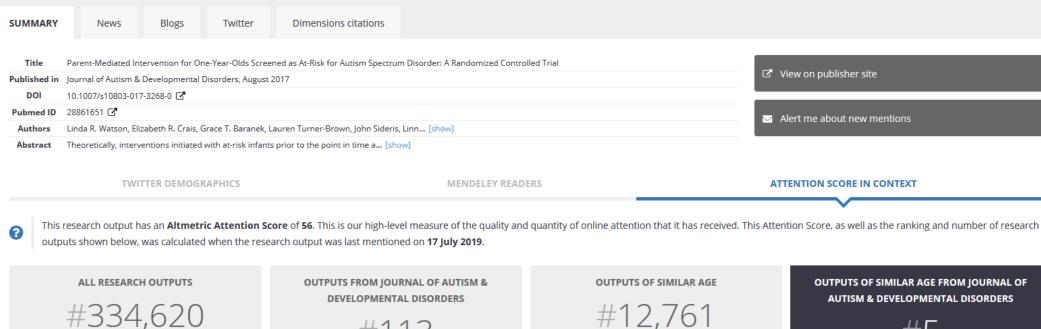
of 3,485 outputs

Overview of attention for article published in Journal of Autism & Developmental Disorders, August 2017

of 14,175,095 outputs

than 94% of its contemporaries.





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

of 269,265 outputs

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
- 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



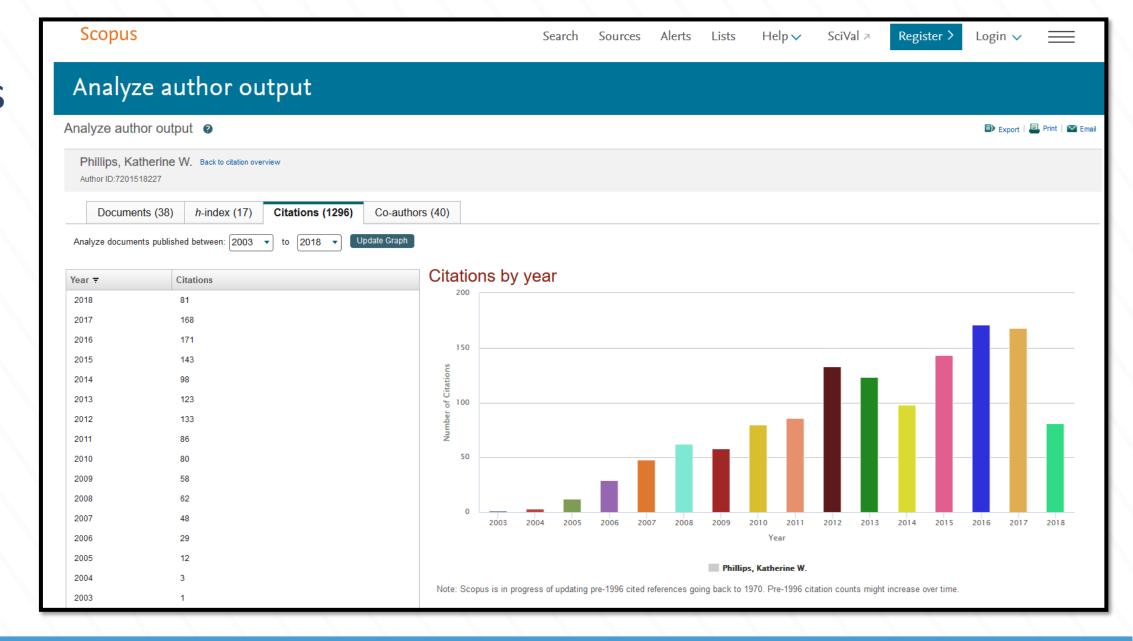


Tracking Your Publications' Impact

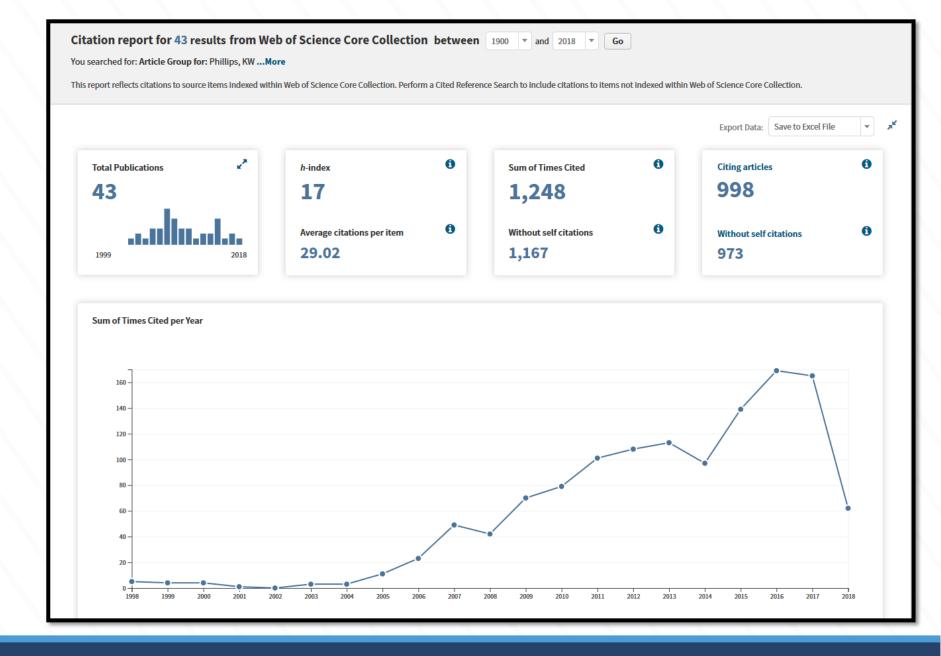
- Scopus
- Web of Science
- Dimensions
- Google Scholar



Scopus



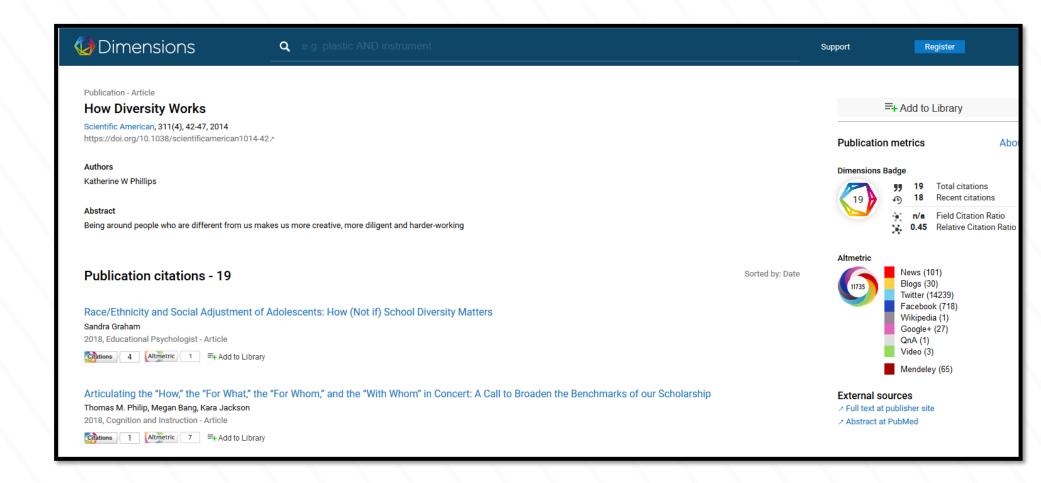
Web of Science





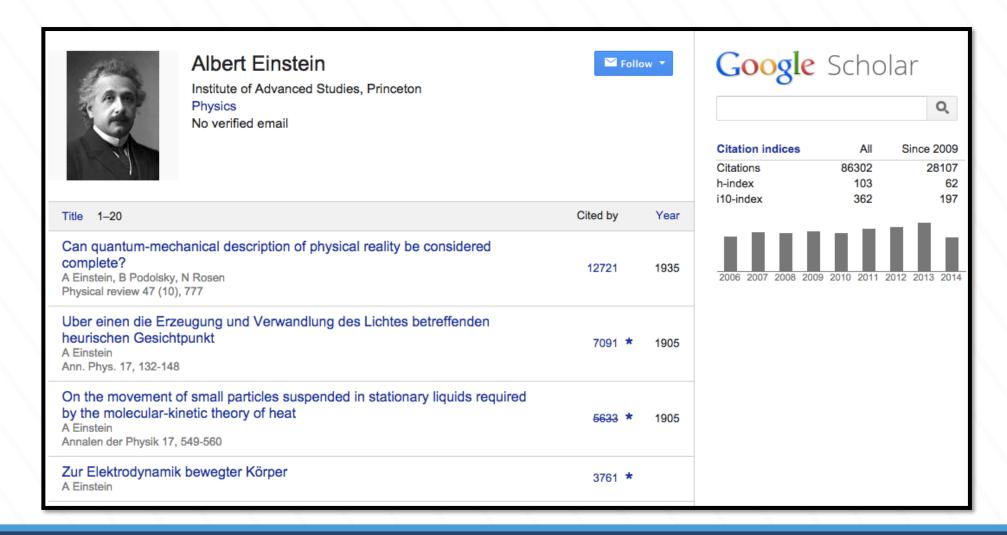
Dimensions: https://app.dimensions.ai

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

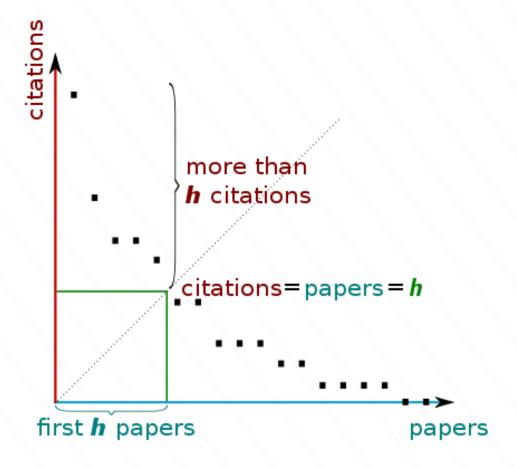




Google Scholar Profile



Author Impact: H-Index



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

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