

Maximizing Your

RESEARCH IMPACT



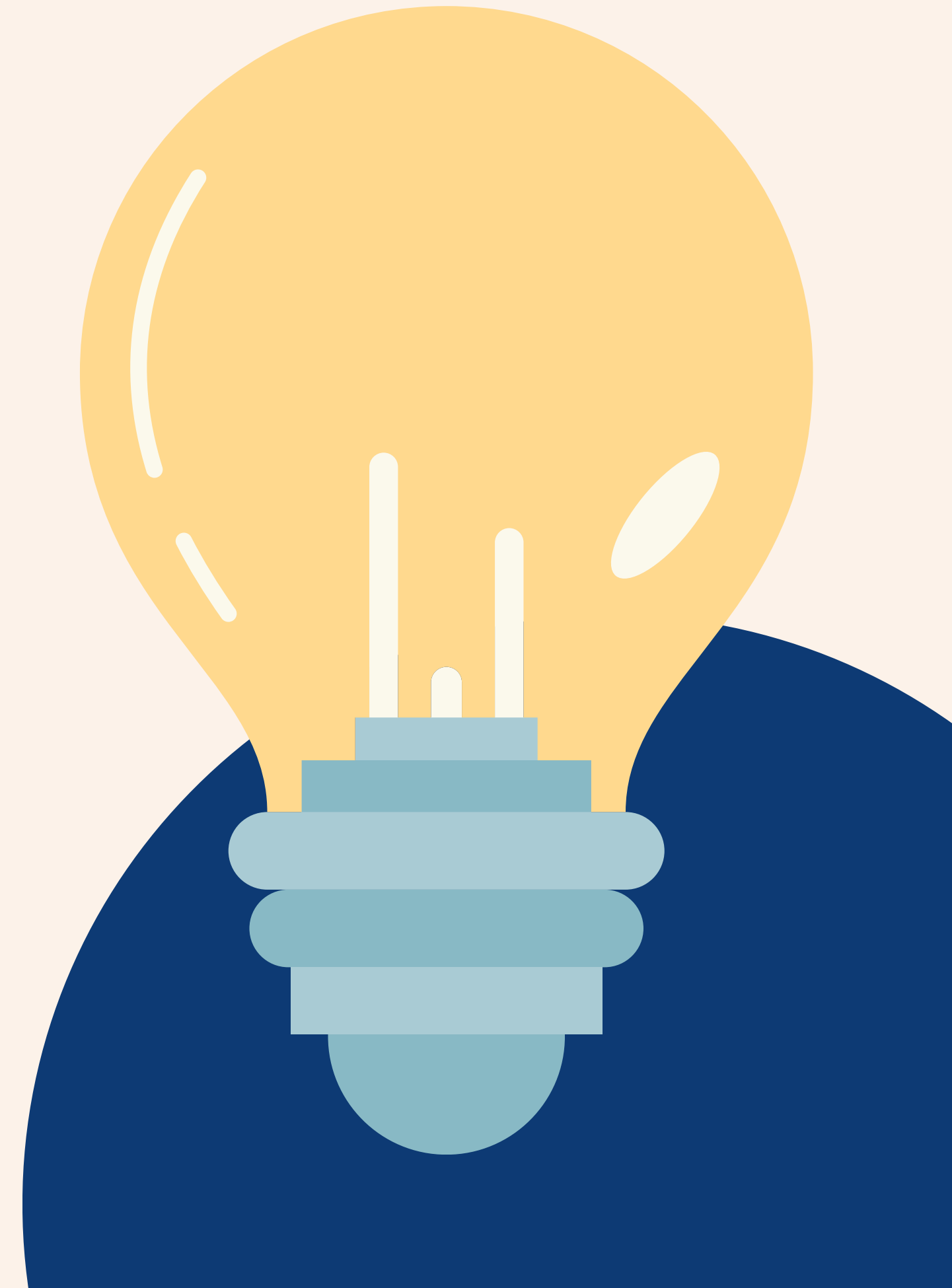
SKILLS FOR RESEARCHERS

Fiona Glasgow

Scholarly Communications Librarian, AUS

AMICAL

AUS | الجامعة الأميركية في الشارقة
American University of Sharjah
University Library



LESSON OUTLINE



- 01 What Is Research Impact
- 02 Strategies
- 03 Questions

What Is Research Impact?



The demonstrable contribution that excellent research makes to society and the economy. This can include both;

Academic impact, which is demonstrable contribution that excellent social and economic research makes in shifting understanding and advancing scientific method, theory and applications across and within disciplines.

Economic and societal impact, which is the demonstrable contribution that excellent social and economic research has on society and the economy, and its benefits to individuals, organisations, or nations.



9

Types of RESEARCH IMPACT



ACADEMIC

Contribution to advances across and within disciplines, including significant advances in understanding, method, theory and application.

CULTURAL

Contribution to people's understanding of ideas and reality, values and beliefs.

ECONOMIC

Contribution to a company's costs and revenues (micro level), and economic returns through increased productivity or economic growth (macro level).

EDUCATIONAL

Contribution to education, training and capacity-building, including through curricula, educational tools, and qualifications.

ENVIRONMENTAL

Contribution to managing the environment, such as protecting natural resources, reducing environmental pollution, improving weather forecasting, and tracking the climate crisis.

HEALTH

Contribution to public health, life expectancy, health-related quality of life, prevention of illness, and reduced health inequality.

POLITICAL

Contribution to how policymakers act, to how policies are constructed, and to political stability.

SOCIAL

Contribution to community welfare and quality of life, and to behaviors, practices, and activities of people and groups.

TECHNOLOGICAL

Contribution to the creation or improvement of products, processes and services.

What is Impact made of?



Reach refers to how widespread the impact is; the extent, spread, breadth, and/or diversity of the beneficiaries of the impact.

Significance refers to how important or valuable the impact is to the beneficiary. The degree to which the impact has enabled, enriched, influenced, informed or changed the performance of policies, practices, services, culture, understanding awareness or well-being of the beneficiaries (not the prevalence or magnitude of the issue).



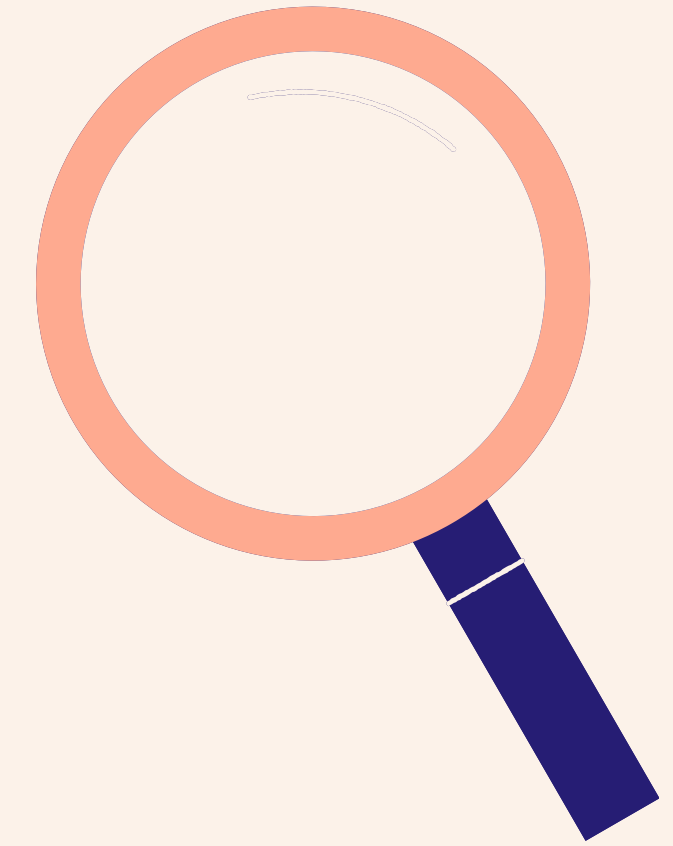
Prof Mark Reed

Fast Track Impact



“Put simply, if my research saves someone’s life, I’ve made a **significant** impact; if my research saves millions of peoples’ lives, the impact is no more significant, but now it has **reach** as well.”

Planning for Impact



To maximise the impact of your research, it's essential to;

- prepare an impact plan
- find the right publication venue
- have a good online presence
- consider open access



UCD IMPACT PLANNING CANVAS

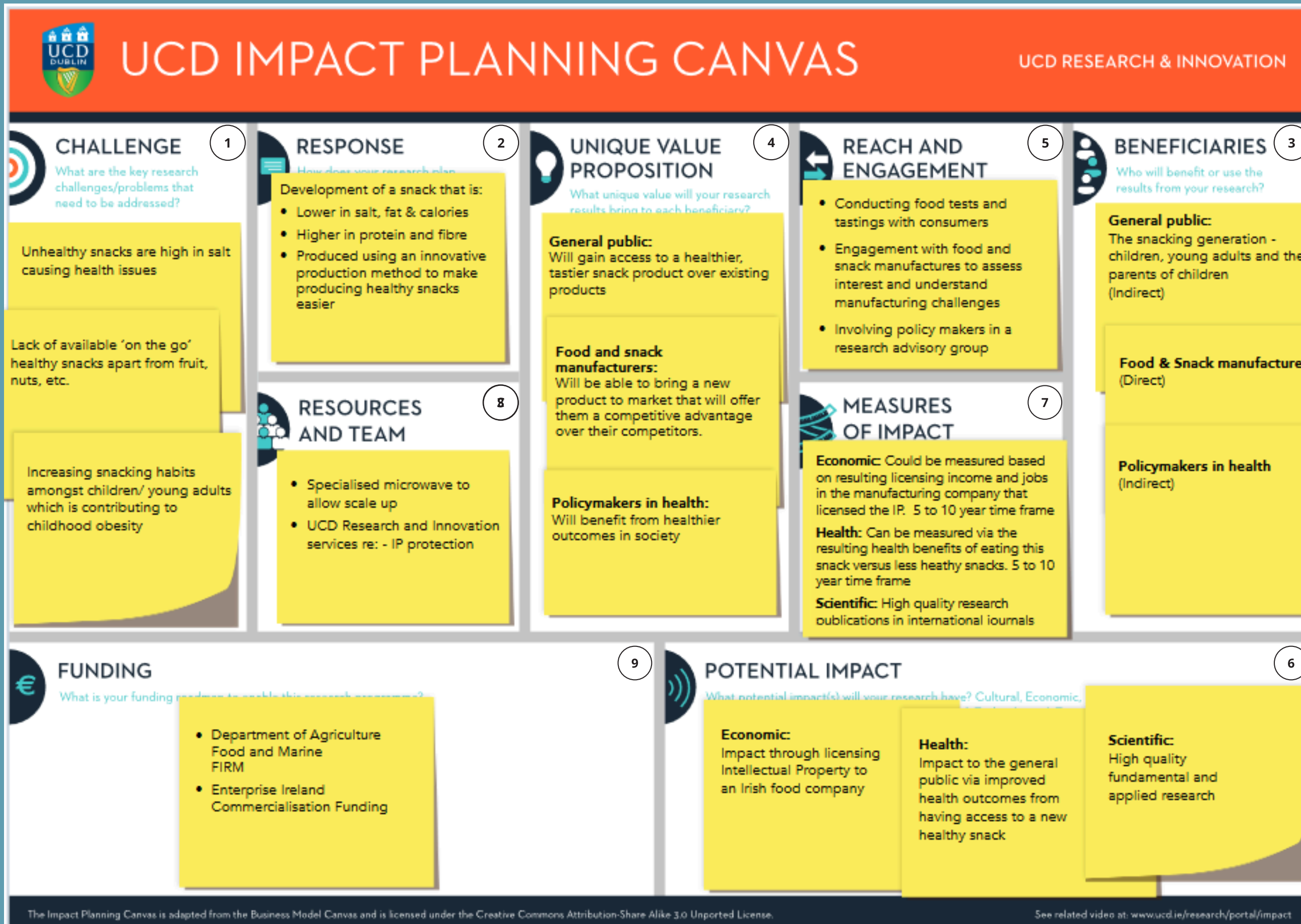
UCD RESEARCH & INNOVATION



The Impact Planning Canvas is adapted from the Business Model Canvas and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.

See related video at: www.ucd.ie/researchimpact

- Breaks impact down into component parts
- Systemic way impact should be integrated into research
- Fill it in using post-it notes or digital board (so you can be agile)



Impact Canvas
Example

Healthy, tasty
snacks

Journal Selection

Different factors

- Where is your audience?
- University/funder requirements?

Scopus

- Scopus Sources
- JournalFinder

Tools

- T&F Journal Suggester
- Wiley Journal Finder
- Directory of Open Access Journals

Avoiding Predatory Publishers

- Think. Check. Submit.



Online Presence



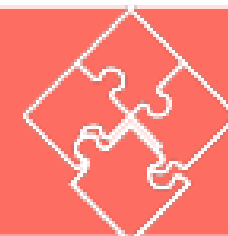
Having good profiles will....



Increase your online presence and make your work more visible



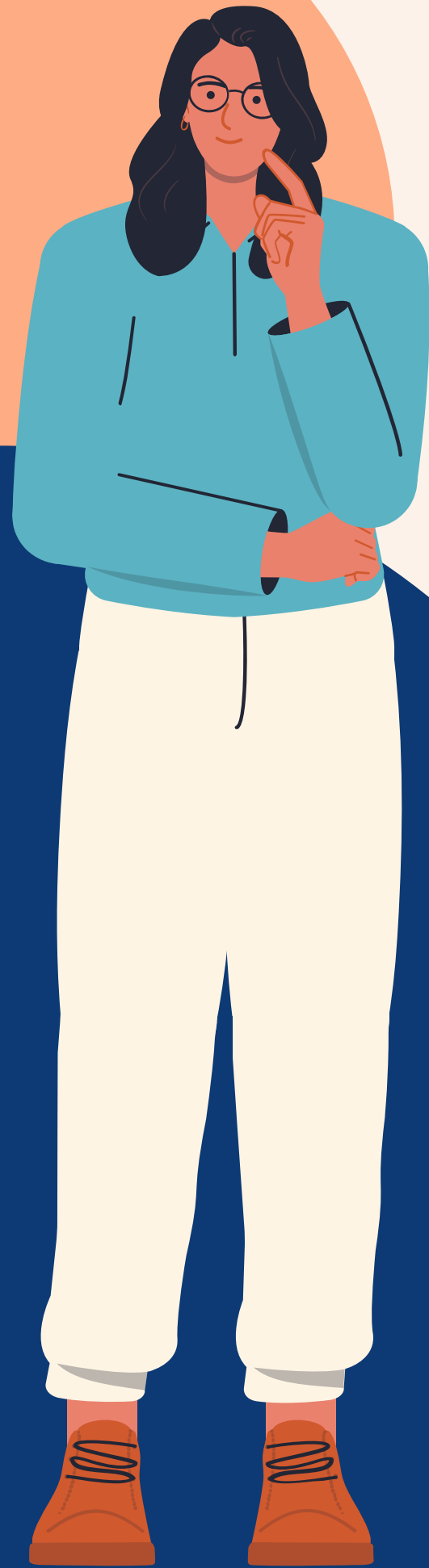
Greater research impact through shares, attention and downloads



Increased connection with other researchers and those in your field



Meet publisher and funder requirements










Profiles

- Scopus
 - Automatically assigns an ID number to an author with at least one indexed publication
 - Author Profiles include affiliations, publications, subject areas, citation, and other metrics.
 - Author Wizard portal allows some profile customisation, but profile primarily controlled by Elsevier
- Google Scholar
 - Create yourself (use a personal account)
 - Needs to be updated regularly
 - GS data is messy
- ORCID
 - Important for disambiguation
 - Total control
 - Can add adjacent activities, like peer review
- Academia.edu or ResearchGate?
 - Not technically “scholarly profiles” but still important

Online Presence Checklist

The list below is not exhaustive. Choose a few profiles based on your needs and maintain them well. See your Subject or Reference Librarian for support

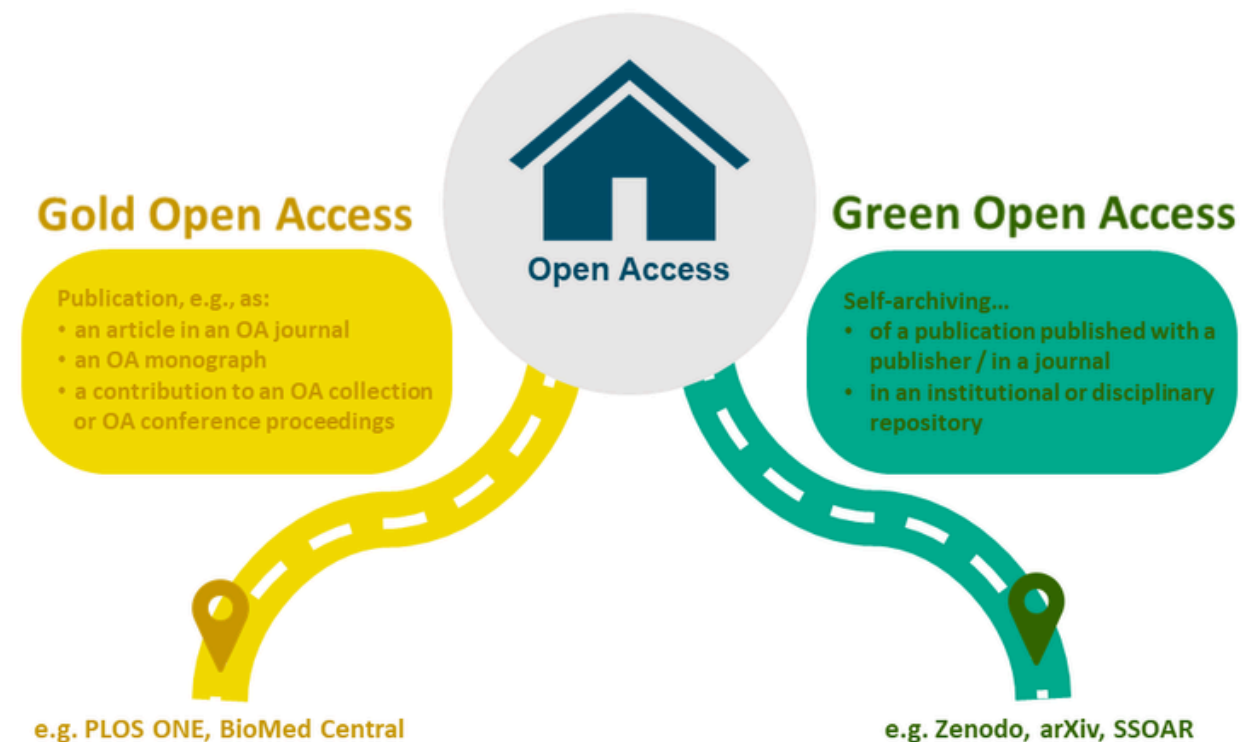
	Good	Better	Best
	<ul style="list-style-type: none"> Create account and make it public Add name variations Add or import publications Add ORCID URL to email signature Link to your department profile 	<ul style="list-style-type: none"> Add your research field keywords Link to website or other profiles Display ID on submissions Enable updates from Scopus, Crossref, etc Download your unique QR code 	<ul style="list-style-type: none"> Add email, bio, employment Add education and qualifications Add memberships, service, funding and distinctions
	<ul style="list-style-type: none"> Check publications Claim unassigned publications Check affiliation Add name variants and merge profiles if needed 	<ul style="list-style-type: none"> View potential matches Add Scopus ID to department profile Add preferred name 	<ul style="list-style-type: none"> Authorize ORCID integrations Set up citation alerts Follow authors or interest (or yourself)
	<ul style="list-style-type: none"> Check publications Claim unassigned publications Check affiliation Add ResearcherID URL to email signature 	<ul style="list-style-type: none"> View potential matches Add ResearcherID to department profile Add your peer review history 	<ul style="list-style-type: none"> Authorize ORCID integrations Set up citation alerts Follow authors or interest (or yourself)
	<ul style="list-style-type: none"> Create account Check and claim auto-added publications Add a professional portrait photo Make your profile public 	<ul style="list-style-type: none"> Manually add missing publications Add research fields of interest Add website of other profiles 	<ul style="list-style-type: none"> Add co-authors 'Follow' your articles, citations 'Follow' other researchers' articles citations
	<ul style="list-style-type: none"> Create account Add a succinct headline Add a brief research statement Add a professional portrait photo Add skills 	<ul style="list-style-type: none"> Add CV highlights Give and seek endorsements and recommendations Personalize you invitations Add links to your other profiles Add content - links, slides, photos 	<ul style="list-style-type: none"> Use your LinkedIn updates to send content to your networks Write and share short opinion pieces
	<ul style="list-style-type: none"> Create account Add a professional portrait photo Add skills and expertise Add institution and department Add ORCID ID 	<ul style="list-style-type: none"> Add PDFs where your copyright/licenses allow Follow researchers Follow research interests Link to your other profiles 	<ul style="list-style-type: none"> Add project updates Share draft versions to receive feedback Write short reviews on articles
	<ul style="list-style-type: none"> Create account Add a professional portrait photo Link to your other profiles Link to your publications 	<ul style="list-style-type: none"> Add PDFs where your copyright/licenses allow Check your profile and document views 	<ul style="list-style-type: none"> Follow researchers Follow 'followers' of researchers Follow 'groups' Share drafts, talks, conferences

Open Access

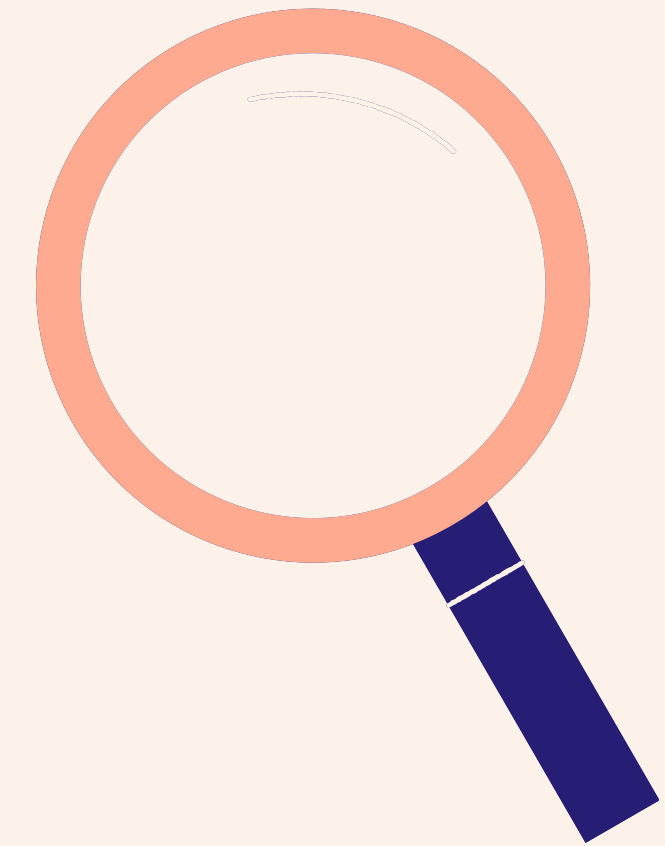
- Doesn't have to be Gold to be open access
- Reputable Repositories
 - Institutional
 - FigShare/Zenodo/Arxiv
- Open Policy Finder



Roads to Open Access



Demonstrating Impact



To demonstrate the impact of your research, it's essential to understand;

- research metrics
- alternative metrics

Research metrics

aka bibliometrics

Set of traditional quantitative methods used to measure research impact.

Author Level

To analyze individual author's output and performance over time (h-Index, i10- index, Beampot, etc)

Article Level

Measure the citation impact of a specific research article (citation counts)

Journal Level

Assess the citation impact and influence of a journal (Journal Impact Factor (JIF), CiteScore, and SCImago Journal Rank (SJR))

Author level

H-Index

- What it is: A metric that measures both the productivity and citation impact of a researcher's publications. A scholar with an H-index of 10 has at least 10 papers that have each been cited 10 times.
- Why it matters: Balances productivity and impact, helping to assess both the quantity and the influence of a researcher's work. However, it favours established researchers with a longer publication history.



Author level metrics



Jane Davidson

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[music psychology](#) [psychology of music](#) [music education](#) [performance](#)

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4,038

Citations by 2,799 documents

157

Documents

32

h-index [View h-graph](#)

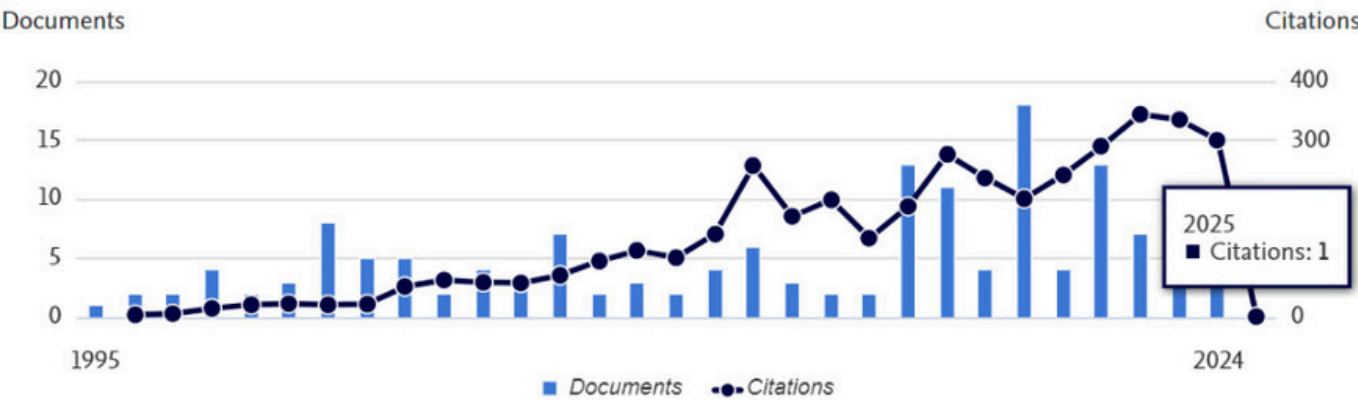
[View all metrics >](#)

[Set alert](#)

[Edit profile](#)

[More](#)

Document & citation trends



[Analyze author output](#) [Citation overview](#)

Clarivate

Web of Science™

Profile summary

93 Total documents
93 Web of Science Core Collection publications
0 Preprints

Web of Science Core Collection metrics ⓘ

21

H-Index

93

Publications

1,982

Sum of Times Cited

1,655

Citing Articles

0

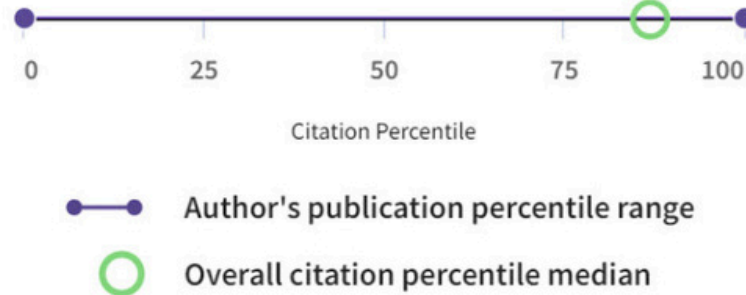
Sum of Times Cited by Patents

0

Citing Patents

[View citation report](#)

Author Impact Beamplot Summary ⓘ

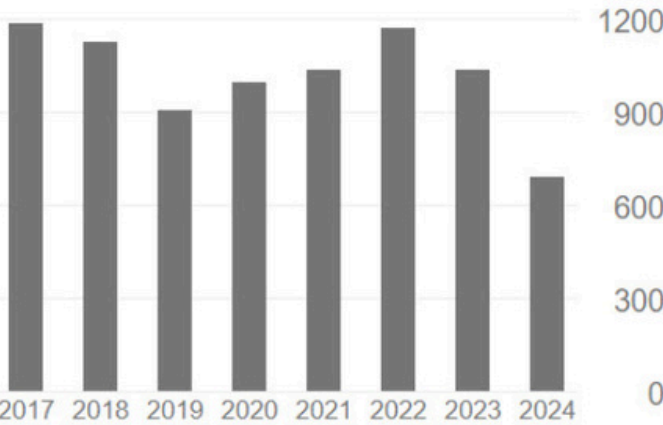


Google Scholar

Cited by

[VIEW ALL](#)

	All	Since 2019
Citations	16997	5864
h-index	66	40
i10-index	154	119



Public access

[VIEW ALL](#)

8 articles not available 25 articles available

Based on funding mandates

Article level

Citation Count

- What it is: The total number of times a research article is cited by other publications.
- Why it matters: Citations indicate how influential or useful a piece of research is to the academic community. A higher citation count generally suggests that the work has had a broader impact.

Field-Weighted Citation Impact (FWCI)

- What it is: Compares the number of citations a publication has received to the average number of citations for similar publications in the same field.
- Why it matters: FWCI accounts for disciplinary differences in citation practices, offering a more field-sensitive way to measure impact.



Article - level metrics



Ten principles for machine-actionable data management plans

Miksa, T; Simms, S; (...); Jones, S

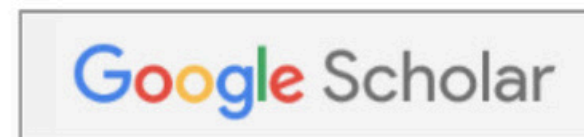
Mar 2019 | PLOS COMPUTATIONAL BIOLOGY ▾ 15 (3)

Data management plans (DMPs) are documents accompanying research proposals and project outputs. DMPs are created as free-form text and describe the data and tools employed in scientific investigations. They are often seen as an administrative exercise and not as an integral part of research practice. There is now widespread recognition that the DMP can ... [Show more](#)

25
Citations
14
References



Document title	Authors	Source	Year	Citations
Article • Open access Ten principles for machine-actionable data management plans	<u>Miksa, T.</u> , <u>Simms, S.</u> , <u>Mietchen, D.</u> , <u>Jones, S.</u>	PLoS Computational Biology , 15(3), e1006750	2019	43



TITLE

CITED BY YEAR

Ten principles for machine-actionable data management plans

T Miksa, S Simms, D Mietchen, S Jones

PLoS computational biology 15 (3), e1006750

101 2019

Same article,
different
citation count

Journal level

CiteScore and JIF

- What it is: Metrics that calculate the average number of citations received in a year by all articles published in a journal over a certain time period (4 & 2 years respectively).
- Why it matters: Selecting a journal with a high JIF or CiteScore, can increase the chances that their work will be widely read and cited.

SciMago Journal Rank (SJR)

- What it is: A metric that measures the average number of citations received per article published in a journal over the previous three years. SJR gives greater value to citations from more prestigious or high-impact journals.
- Why it matters: Selecting a journal with a high SJR score can boost the visibility and prestige of published research. The weighting of citations reflects the influence of a journal in its field, helping researchers choose journals that may enhance the reach and impact of their work.



Journal level metrics

International Journal of Information Management

Articles & Issues About Publish Order journal Search in this journal

Keeps the reader ...

View full aims & scope

ISSN Online ISSN: 1873-4707 | Print ISSN: 0268-4012

Subject areas Management Information Systems, Organizational Behavior and H

Impact

53.1
CiteScore

20.1
Impact Factor

Article publishing charge \$3530

Article publishing charge for open access

This journal offers authors the option to publish their research via subscription access, a publication fee (APC) needs to be met by the author or research fund



	Title	Type	↓ SJR	H index	Total Docs. (2023)	Total Docs. (3years)
1	International Journal of Information Management	journal	5.775 Q1	177	95	464
2	Information Systems Research	journal	4.176 Q1	185	89	218
3	European Journal of Information Systems	journal	3.824 Q1	128	89	121
4	Biq Data and Society	journal	2.448	69	118	272

Alternative metrics

aka altmetrics

non-traditional alternative methods showing online societal attention and engagement with research.

They are to complement and not to replace traditional metrics.

Author Level

Tools like ImpactStory have badges to display on your profile to do with openness and engagement

Article Level

Measure the impact and engagement of research (social media mentions, and online readership)

Alternative Metrics

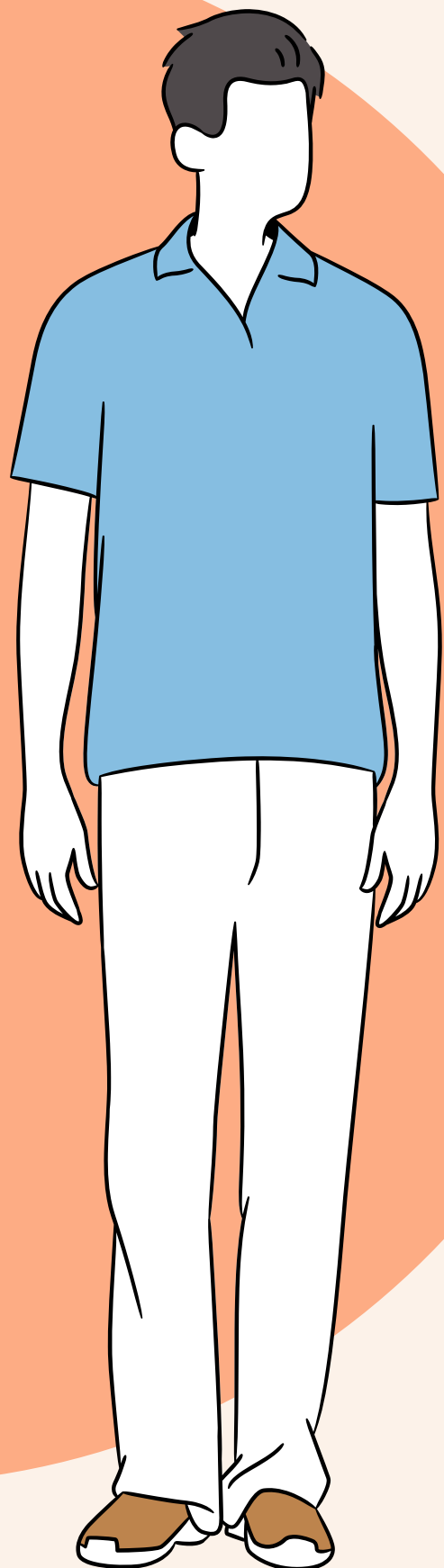
PlumX Metrics (found in Scopus)

What it is

- A suite of metrics that tracks research impact across five categories: citations, usage (downloads, views), captures (bookmarks, favorites), mentions (media, blogs), and social media (tweets, shares).

Why it matters

- PlumX provides a more nuanced and holistic view of research engagement, capturing attention from both academic and non-academic audiences.



Alternative Metrics

Altmetric.com (and bookmarklet)

What it is

- A service that tracks mentions of research outputs across online sources like news articles, social media, blogs, policy documents, and Wikipedia.

Why it matters

- The Altmetric Attention Score offers a quick snapshot of how widely a research output has been discussed and shared online, helping to demonstrate real-time societal and public interest.

The effect of front-end vehicle height on pedestrian death risk



Metrics Details

CITATIONS	2
Citation Indexes	2
Scopus ↗	2
CAPTURES	17
Readers	17
Mendeley ↗	17
MENTIONS	72
News Mentions	69
News	69
Blog Mentions	2
Blog	2
References	1
Wikipedia	1



Can include

- # of views and downloads
- Social media mentions
- Media mentions
- Policy and Patent citations
- Attention scores
- Citations in non-scholarly publications

Responsible Use

Use metrics responsibly

- Citation-based metrics are valuable, but they should be complemented by qualitative evaluations of research quality and context.

Limitations

- Citation patterns vary across disciplines; newer researchers may have fewer citations due to the time it takes for citations to accumulate.

Database differences

- Databases have different information, and so metrics are different accordingly. GS tends to have highest citations and h-indexes, for example.

Alternative Metrics

- Composite score rather than raw total of the number of mentions with weightings for different attention types which can change over time



Research Impact Modules

- Open resource created by AUS Scholarly Communications Librarian
- Eight modules covering different areas of research impact
- Interactive, self-paced
- Available here
[https://rise.articulate.com/share/_JsVA1GN24V95LRML7P6r8PXl6gJBVbf#/]

Research Impact

START

- ≡ What is Research Impact?
- ≡ Scholarly Identity
- ≡ Online networking and social media
- ≡ Gen AI for Researchers
- ≡ Publishing for Impact
- ≡ Open Access Publishing
- ≡ Metrics and Altmetrics
- ≡ What is your impact?
- ≡ Further Support and Acknowledgements



QUESTIONS?

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