



# RESEARCH PUBLISHING AND VISIBILITY

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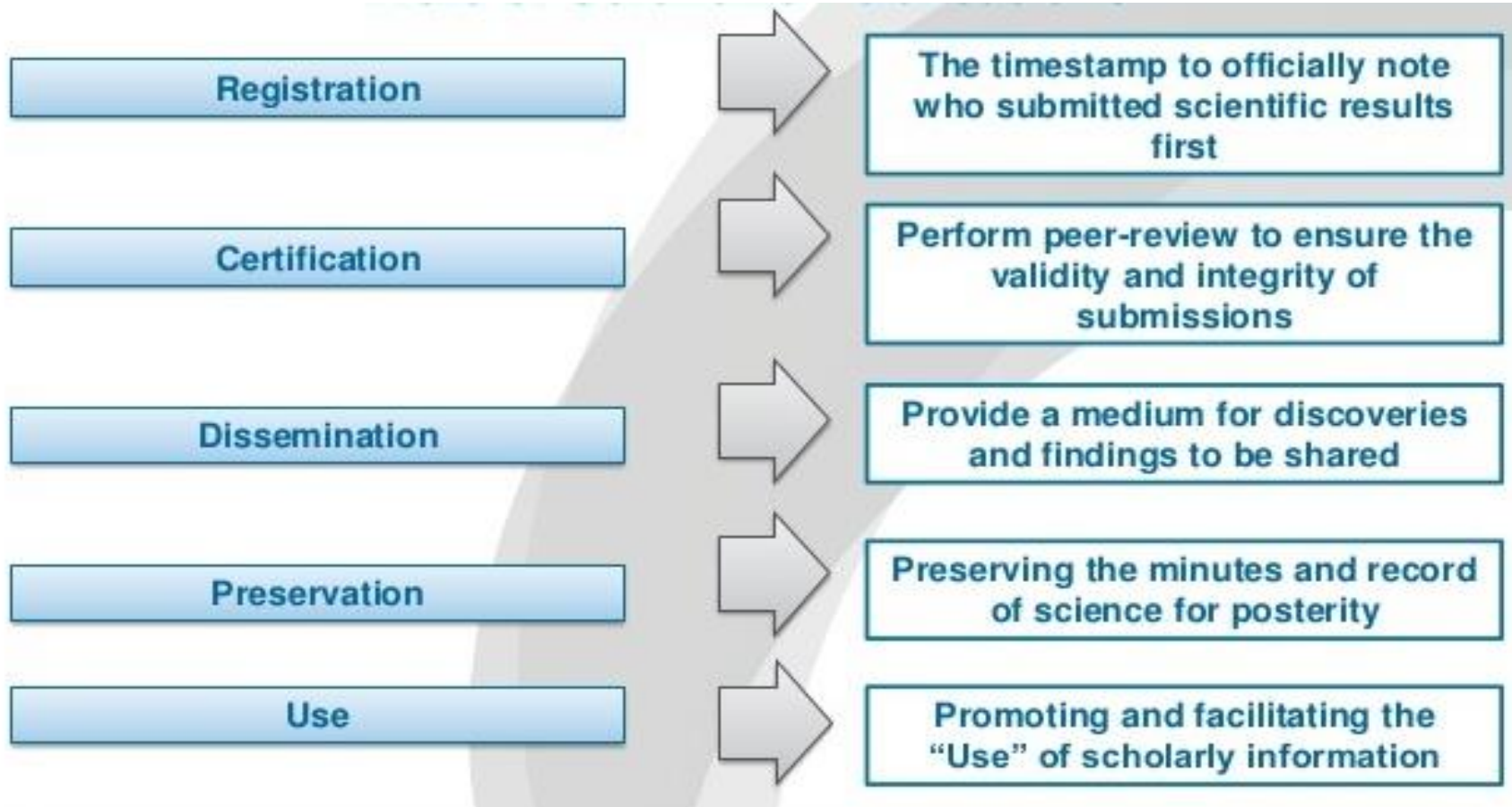
# WHY PUBLISH ?

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- Communicate research findings
  - To avoid duplication of effort
  - Trigger further research
- Keep memory – Publishing allows for archiving
- Increase visibility
  - Leads to more citations
- Build academic profile/recognition
- Improve access to research funds
- Promotion and tenure motivation

# The Role of Publishing

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# ARE YOU READY TO PUBLISH?

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<b>NO</b>	<b>YES</b>
<b>Duplication and plagiarism</b>	<b>New and original results</b>
<b>Outdated work</b>	<b>Review</b>
<b>Conclusions are not correct or not acceptable</b>	<b>Interpreted results</b>
<b>Report lacks scientific interest or does not advance knowledge</b>	

# HOW STRONG IS YOUR MANUSCRIPT ?

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1. Clear & useful message

2. A logical manner

3. Readers grasp the research

How I see My Research Proposal



How My Supervisor Sees It



# TYPES OF MANUSCRIPTS

What can you publish?

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Research  
articles



Short  
communications

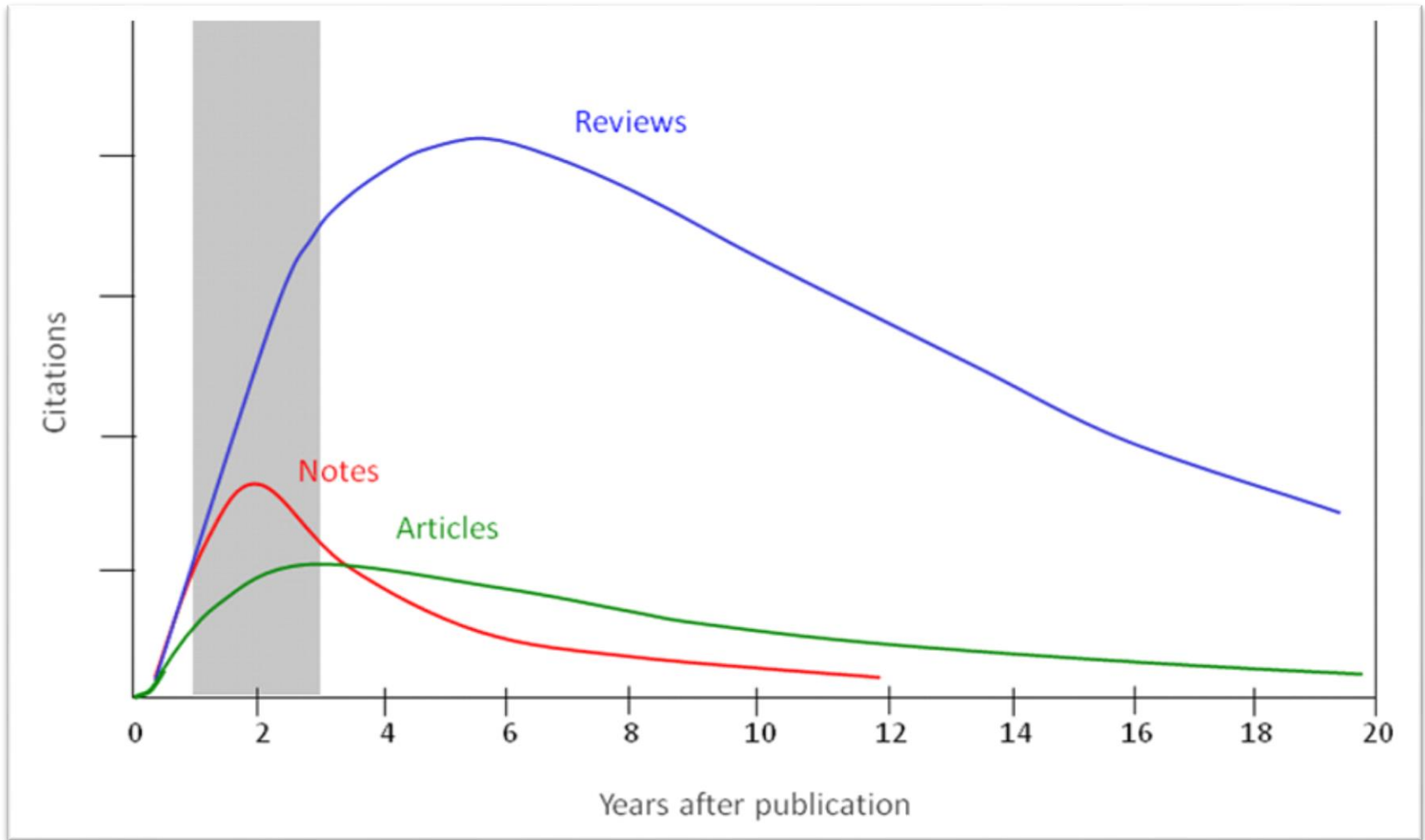


Review papers



Case studies

# CITATIONS PER ARTICLE TYPE





# EVALUATING JOURNALS

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- Impact Factor (IF)
- CiteScore
- Alternative metrics (H-index, SNIP, SCImago)
- Journal Analyzer (Scopus)
- Directory of open access journals (DOAJ)

# IMPACT FACTOR (IF)

## EVALUATING JOURNALS

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- It's used to rank a journal by calculating the frequency with which it's articles were cited in the previous two years of a complete year.
- Involves dividing the number of times articles were cited by the number of citable articles.

### **Example: 2018 IF of journal X**

**A** = the number of times articles published in 2016 and 2017 were cited by indexed journals during 2018.

**B** = the total number of citable articles published in 2018 and 2009.

$$A/B = 2018 \text{ IF for journal X}$$

# CiteScore

## EVALUATING JOURNALS

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- Unlike IF, 3 years instead of 2 are used when counting the number of citations
- Apart from **Citation Count**, 7 other indicators are used. They include: Document Count, CiteScore Tracker, CiteScore Percentile, CiteScore Quartiles, CiteScore Rank and Percentage Cited.
- It is a service offered on Scopus for free

# SCOPUS JOURNAL ANALYZER (SJA)

## EVALUATING JOURNALS

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- It's a tool also by scopus used to evaluate and compare up to ten journals in a specific subject area
- Performance data include SCImago Journal Rank (SJR), Source Normalized Impact per Paper (SNIP), number of citations, document count, percentage not cited and percentage of documents that are review articles.

# H-Index

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- ❖ It is the most widely used citation metric for authors, groups of authors or institutions.
- ❖ It measures both productivity(number of publications) and the impact of the research publications based on the number of times the publication has been cited.
- ❖ It is automatically calculated on scopus, web of science and Google Scholar.

# Which journal is right for you ?

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- What subject areas, aims and scope ?
- Read **about us** page
- Does it have editorial board?
- Authors' guide
- Check frequency of issues and number of articles per issue
- Use your reference list to enumerate candidate journals
- Avoid submitting to multiple journals at a time to reduce chances of rejection.
- Does it have an ISSN?

# AUTHORSHIP

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## Who is

- **First author?**
  - The person who conducts or supervises the data analysis and the proper presentation and interpretation of the results
  - Puts paper together and submits the paper for publication
- **Co-Author(s)?**
  - Makes intellectual contributions to the data analysis and contributes to data interpretation
  - Reviews paper draft
  - Has ability to present the results and discuss study limitations
- **Ghost Author(s)?**
  - Leaving out authors who should be included
- **Gift Author(s)?**
  - Including authors when they did not contribute significantly

# **PUBLISHING ETHICS**

## **How not to Publish**



# Publish *AND* Perish! – if you break ethical rules

- International scientific ethics have evolved over centuries and are commonly held throughout the world.
- Scientific ethics are not considered to have national variants or characteristics – there is a *single ethical standard* for science.
- Ethics problems with scientific articles are on the rise *globally*.



M. Errami & H. Garner, A tale of two citations  
Nature 451 (2008): 397-399

# WHAT IS PLAGIARISM?

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“Plagiarism is the appropriation of another person’s ideas, processes, results, or words without giving appropriate credit, including those obtained through confidential review of others’ research proposals and manuscripts.”

Federal Office of Science and Technology Policy, 1999

“Presenting the data or interpretations of others without crediting them, and thereby gaining for yourself the rewards earned by others, is *theft*, and it eliminates the motivation of working scientists to generate new data and interpretations.”

Professor Bruce Railsback  
Department of Geology, University of Georgia

# WHAT CAN BE PLAGIARISED?

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Work that can be plagiarised includes...

**Words (Language)**  
**Ideas**  
**Findings**  
**Writings**  
**Graphic Representations**  
**Computer Programs**  
**Diagrams**

**Graphs**  
**Illustrations**  
**Information**  
**Lectures**  
**Printed Material**  
**Electronic Material**  
**Any Other Original Work**

# CORRECT CITATION IS KEY

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Crediting the work of others (including your advisor's or your own previous work) by citation is important for at least three reasons:



To place your own work in context



To acknowledge the findings of others on which you have built your research



To maintain the credibility and accuracy of the scientific literature

# PARAPHRASING

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Paraphrasing is restating someone else's ideas while not copying their actual words verbatim

## Unacceptable:

Using exact phrases from the original source without enclosing them in quotation marks

Emulating sentence structure even when using different words

Emulating paragraph organization even when using different wording or sentence structure

# FIGURE MANIPULATION

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As long as they don't obscure or eliminate info present in the original image



Brightness  
Contrast  
Colour Balance  
Nonlinear adjustments

A green trapezoidal box with a 3D effect, containing a list of image manipulation techniques. A green thumbs-up icon is positioned at the top right of the box. An orange arrow points upwards from the bottom center of the box.

Must be disclosed in the figure legend



Enhanced  
Obscured  
Moved  
Removed  
Introduced

An orange trapezoidal box with a 3D effect, containing a list of image manipulation techniques. A red thumbs-down icon is positioned at the top right of the box.

# PLAGIARISM DETECTION SOFTWARES

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- Plagscan
- Turnitin
- Urkund
- iThenticate

# TO BOOST YOUR VISIBILITY ..

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- ❖ **Attend and give talks** - Sometimes you may even volunteer to give talks and lectures during seminars and conferences. While at it, always give reference to your work whenever you can.
- ❖ **Publish with open-access** - Research in this area has shown that works published in open-access platforms are more visible and more cited than those published on subscription platforms.
- ❖ **Create a blog of your own** - There are a lot of freely available tools you can use to create a blog. They include wordpress, blogger, joomla, drupal etc. Consider writing a post at least each time you publish and provide a link to where the full-text version of the document is published



# TO BOOST YOUR VISIBILITY ..

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- ❖ **Make your google scholar profile** public so that people and even search engines can discover it and hence discover your work.
- ❖ **Use a consistent name** - If you use different variations of your name as an author, then you appear as different authors and your citation metrics will suffer. See ORCID
- ❖ **Make use of preprints** - Publishing in peer reviewed journals may take a long time. Preprints or unreviewed manuscripts can help to make your work usable even before its officially published.
- ❖ **Upload full-text documents** - An abstract may not contain adequate content sufficient for others to cite. Having a full-text documenti ncreases the usability of your published work.

# TO BOOST YOUR VISIBILITY ..

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- ❖ **Avoid poorly indexed journals** - Making use of both google, google scholar and other search engines will help you to determine this.
- ❖ **Make use of social media** - Tweet and make facebook posts about your publications especially the new ones. Be on the look-out for special interest groups and share with them. **Linkedin** is most suitable for special interest groups.
- ❖ **Publish quality research work** - You only cite and refer to good quality work. Others are also looking for the same quality in your work.

# TO BOOST YOUR VISIBILITY ..

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- ❖ **Utilise staff profiles** - If your institution has staff profile pages, make sure to list here your publications. Search engines will rank your work higher if there are more links to it on the internet hence more visibility. <https://profiles.karu.ac.ke>
- ❖ **Optimise key-words in the abstract** – The abstract appears in more places than the document content itself. Availability of key-words in the abstract will make it to appear as more relevant.
- ❖ **Make a deposit in the university repository** - if there is one in place. <https://karuspace.karu.ac.ke>

# PERSISTENT IDENTIFIERS

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Watch introduction video at

<https://www.youtube.com/watch?v=a1Rijk> TMHA

# ORCID- PERSISTENT IDENTIFIER

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- Provides a persistent digital identifier that distinguishes you from every other researcher.
- Supports automated linkages between you and your professional activities ensuring that your work is recognized.

# GETTING YOUR ORCID

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- **Register** – Visit <https://orcid.org>
- **Add your information** - Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn)
- **Use your ORCID** - Include your ORCID identifier when you submit publications, on your Webpage, when applying for grants, and in any research workflow to ensure you get credit for your work.

# 8 Rejected publications that later won the Nobel price

- <https://www.sciencealert.com/these-8-papers-were-rejected-before-going-on-to-win-the-nobel-prize>

**THANK YOU**