

# 5 Ways to Increase the Impact of your Research!

Fintan Bracken

Glucksman Library, University of Limerick

## Introduction

In recent years, the growth of published health-related research articles has increased substantially (Larsen and von Ins 2010, Boissier 2013). As a result there is a huge challenge for authors to get themselves and their research papers noticed by academia, health professionals and the wider public. This poster presentation outlines some of the main methods that authors can employ to increase the impact of their research.

## Methods

A review of current literature was conducted to establish best international practice for improving the impact of research outputs. This was supplemented by a review of blogs, websites, seminar presentations and other online material from bibliometrics experts and reputable universities.

## Results

The results of the review found many different ways in which research impact can be improved but for clarity the five most important methods are presented.

Researchers can increase the impact of their research by:

### 1. Publishing in high impact journals

Researchers should aim to publish their research in journals that have a high impact. The **Journal Impact Factor (JIF)**, **SCImago Journal Rank (SJR)** or other impact factor type metrics are a useful guide to help authors to select high impact journals in their field. If possible, researchers should try to publish in **quartile 1 or 2 journals** in their research field i.e. journals that are in the top 50% based on the JIF or SJR (Figure 1). Researchers should consult with their peers and check that the **scope** of the journal is

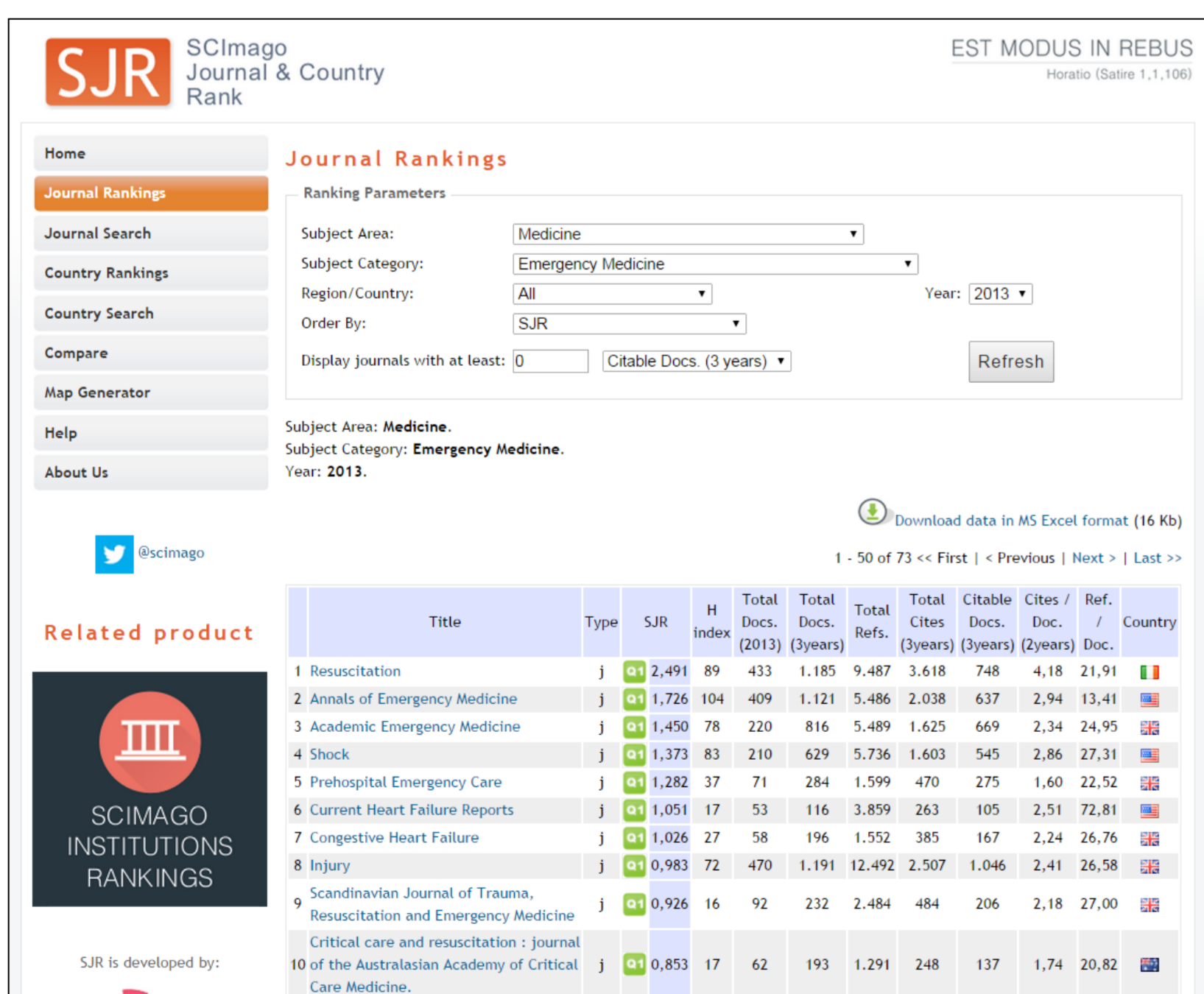


Figure 1: Screenshot of top 10 journals in Emergency Medicine based on the 2013 SJR scores from www.scimagojr.com

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appropriate before submitting a manuscript. It should also be noted that publishing in a high impact journal does not guarantee that an article will receive high citations subsequently.

### 2. Collaborating with other researchers

Researchers should seek to collaborate with researchers in other institutions as research has shown that **co-authored papers**, especially those from outside the author's home country, **are cited more frequently** (Wuchty et al. 2007, Pislyakov and Shukshina 2012) (Figure 2). Collaboration leads to more citations because each author has their own network and collaborators will also cite each other's work in their other projects. In addition, collaboration often leads to better quality research due to the complementary skills of the research team.

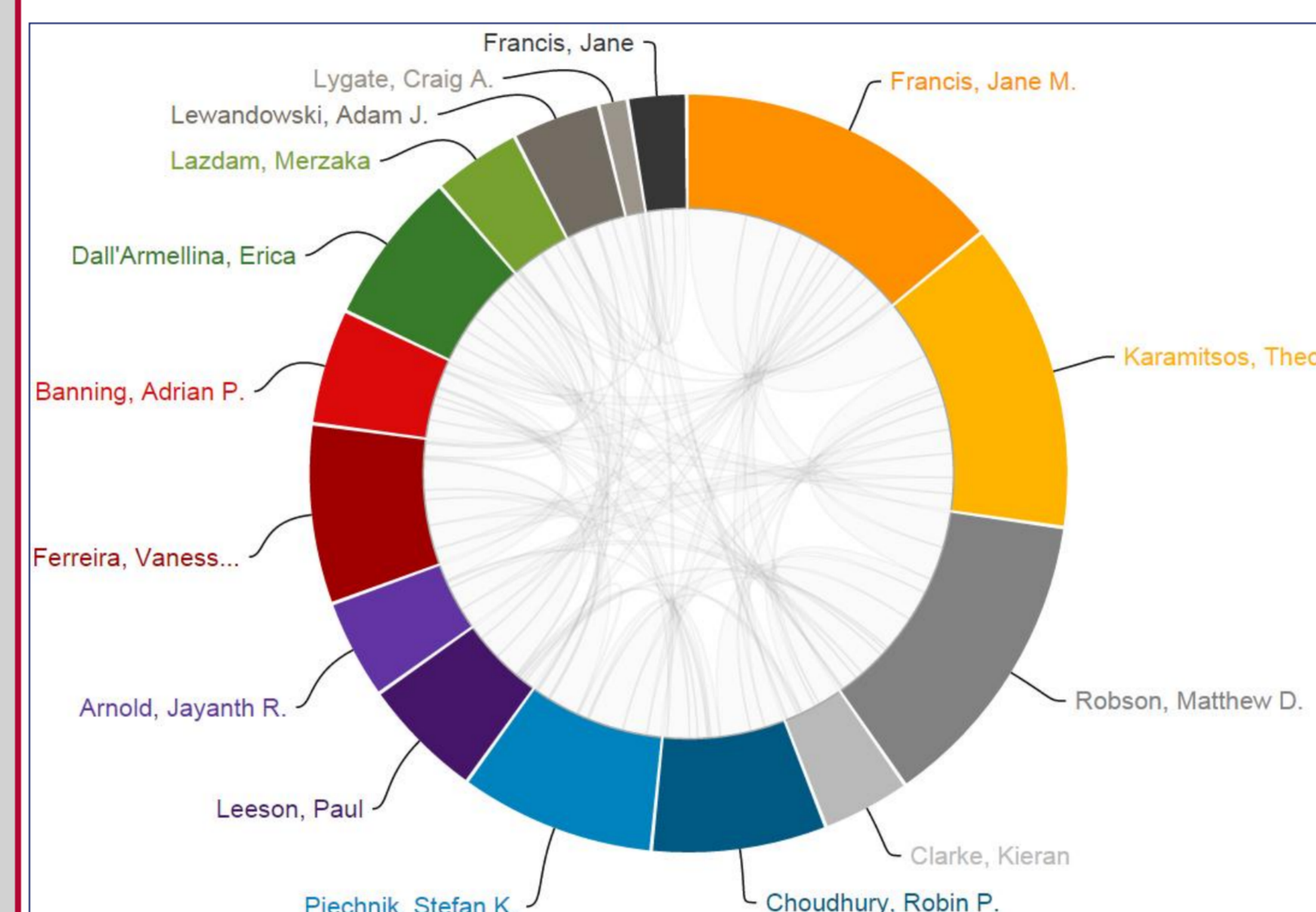


Figure 2: Example of a collaboration network created using InCites™ (© Thomson Reuters)

### 3. Ensuring that research is easily identifiable

Ensuring that research is easily identifiable is very important and can be achieved by:

- Researchers always using the **same version of their name consistently** throughout their career;
- When publishing always using the same institutional name variant;
- Creating **online researcher profiles** such as **ORCID**, **ResearcherID** and **Google Scholar Profiles** (Figure 3).

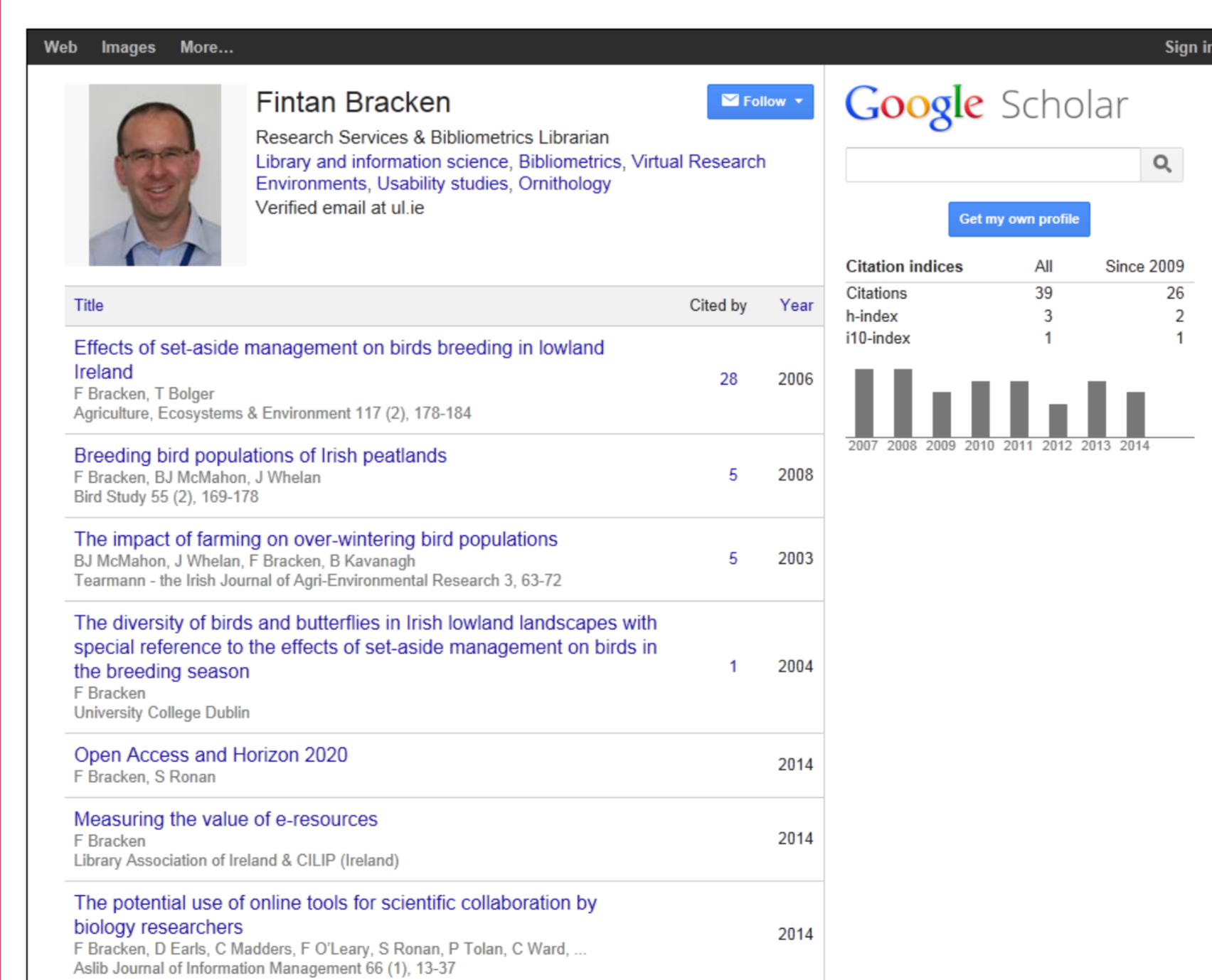


Figure 3: Screenshot of the author's Google Scholar Researcher Profile

### 4. Increasing the visibility of publications

Researchers should take care when selecting and writing the title, abstract and keywords of their article to ensure that it is picked up in the search results of databases (i.e. **search engine optimisation**).

Another important method of increasing the visibility of publications is to make them freely available on the Web via **open access (OA)**. Depositing your publications in an institutional repository is an easy way of making your research open access (Figure 4).

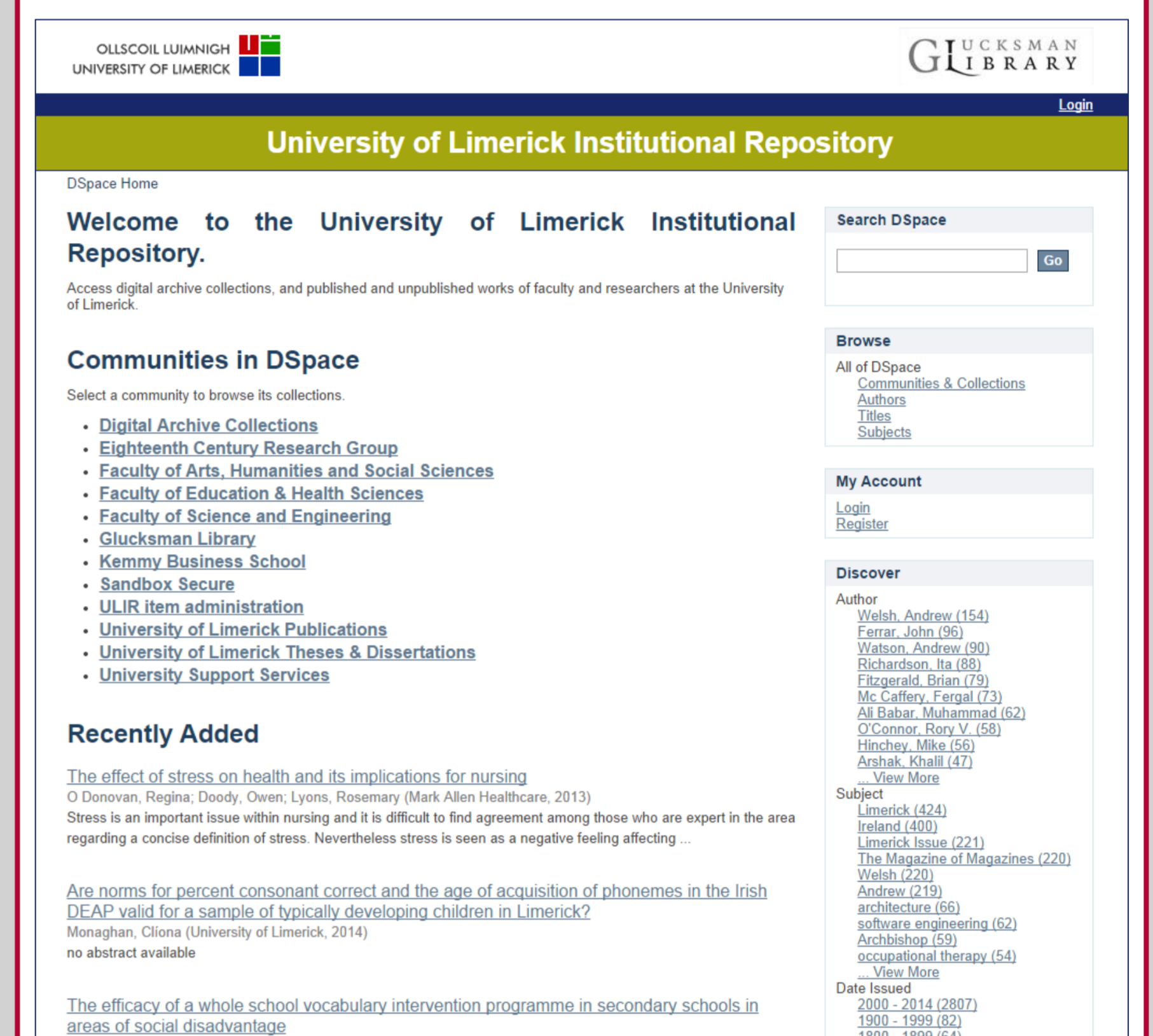


Figure 4: Screenshot of the University of Limerick's Institutional Repository (<http://ulir.ul.ie/>)

Research has shown that there is an open access citation advantage as open access articles receive more citations than articles published in traditional subscription-based journals (Swan 2010).

### 5. Communicating and promoting research

Researchers need to communicate and promote their research outputs to the widest audience to ensure that they don't go unnoticed. **Social media** (e.g. Twitter, blogs, Slideshare) and **academic social networking sites** (e.g. ResearchGate, Academia.edu) can be useful means for publicising research and also engaging with audiences. Researchers should also attend and present at **conferences** and seminars to communicate the results of their research and to meet potential collaborators.

## Conclusions

The five methods presented are relatively straightforward for researchers to implement into their research workflows and should enable them to maximise the impact of the outputs of their research. Additional methods to improve the impact of research can be found at <http://libguides.ul.ie/research>.

For further information please visit: <http://libguides.ul.ie/research> or contact: Dr. Fintan Bracken, Librarian, Research Services & Bibliometrics, Glucksman Library, University of Limerick. Email: [fintan.bracken@ul.ie](mailto:fintan.bracken@ul.ie)

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