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Improving Research Visibility Part 5: Blogging and Online Magazines

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[@aalebrahim](https://twitter.com/aalebrahim)



www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>



17th May 2017



All of my presentations are available online at:

https://figshare.com/authors/Nader_Ale_Ebrahim/100797

Link to this presentation:

5th SERIES OF WORKSHOP ON:
***Strategies to Enhance Research
Visibility, Impact & Citations***

Nader Ale Ebrahim, PhD

=====
Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>

Read more:

1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. ["Optimize Your Article for Search Engine."](#) *University of Malaya Research Bulletin* 2.1 (2014): 38-39.

Abstract

Abstract: The long run research findings will be disseminated through publications. However, researchers may have created some local content which should be circulated immediately. Online magazines and blogs can be solutions through content curation to immediately circulate the research findings. Academic blogs help researchers to establish expertise, forge new intellectual bonds in their discipline, and give them a place to test out new ideas and promote their research. Blog services provide your research seen by more non-academics than your peer reviewed papers will ever be. The importance of Academic Blog is not to be dismissed. Blogs are a vital tool for academics to publicly communicate about research developments and findings. Academics can also gain feedback from other peers, as well as expand their networks and enhance research visibility and impact. This presentation will provide guidelines on Academic Blogging and Online Magazine as tools for increasing the article visibility and citations. Increased visibility online helps your offline recognition as well.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic social network, Research Impact

Workshop Series :

Strategies to Enhance Research Visibility, Impact & Citations

Boosting your Research Visibility

Do you know "Over 43% of ISI papers have never ever received any citations?" (nature.com/top100_2014). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the "[Research Tools](#)". Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide you various techniques on how you can increase the visibility and hence the impact of your research work.

Who should attend?

The workshop is for professors, lecturers, and researchers who have published papers and would like to increase their papers' visibility and citation index. The workshop is applicable for various research disciplines. This workshop series is for UM Staff and UM students only.

Workshop Details & Registration

Speaker: Dr. [Nader Ale Ebrahim](#), PhD (Research Fellow)
Dr. [Bong Yii Bonn](#), PhD (Research Manager)

Venue: Computer Lab, Level 2, Institute of Research Management & Services (IPPP)
Research Management & Innovation Complex, University of Malaya

Organizer: Centre for research Services (PPP), IPPP, University of Malaya

Time & Date: Kindly refer page 2 of the brochure

Fees: RM 10.00 per Session / Topic
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WORKSHOP SERIES 5

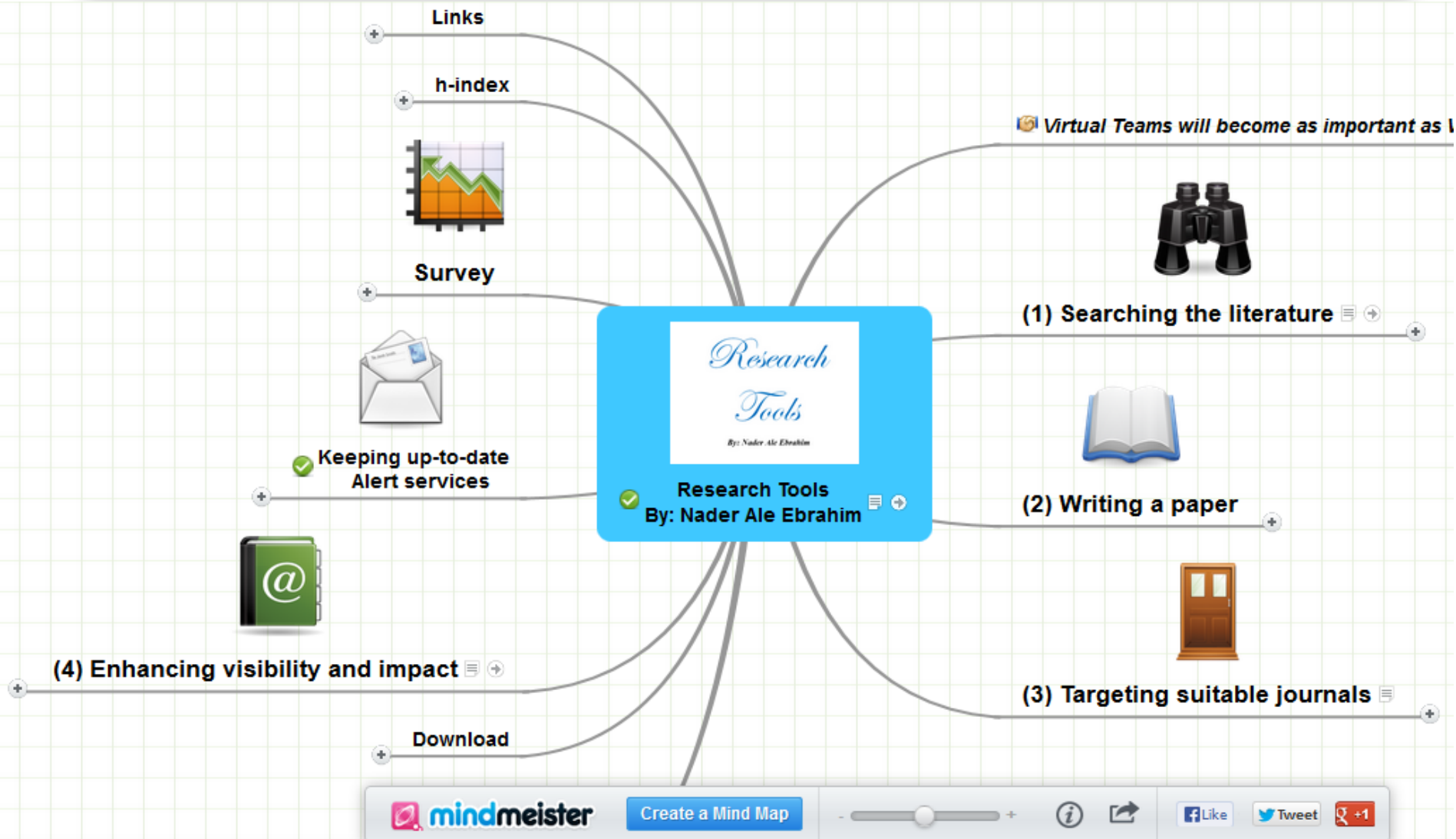
DATE	TIME	TOPIC
19 April 2017	9.00 a.m. — 12.00 p.m.	Improving Research Visibility Part 1: Search Engine Optimization
26 April 2017	9.00 a.m. — 12.00 p.m.	Improving Research Visibility Part 2: Pre/Post Prints Preparation
3 May 2017	9.00 a.m. — 12.00 p.m.	Improving Research Visibility Part 3: Online Profiles
17 May 2017	2.00 p.m. — 5.00 p.m.	Improving Research Visibility Part 4: Open Access Repositories
24 May 2017	2.00 p.m. — 5.00 p.m.	Improving Research Visibility Part 5: Blogging and Online Magazines
31 May 2017	2.00 p.m. — 5.00 p.m.	Improving Research Visibility Part 6: Academic Social Networking
7 June 2017	2.00 p.m. — 5.00 p.m.	Improving Research Visibility Part 7: Measuring Research Impact

CONTACT US

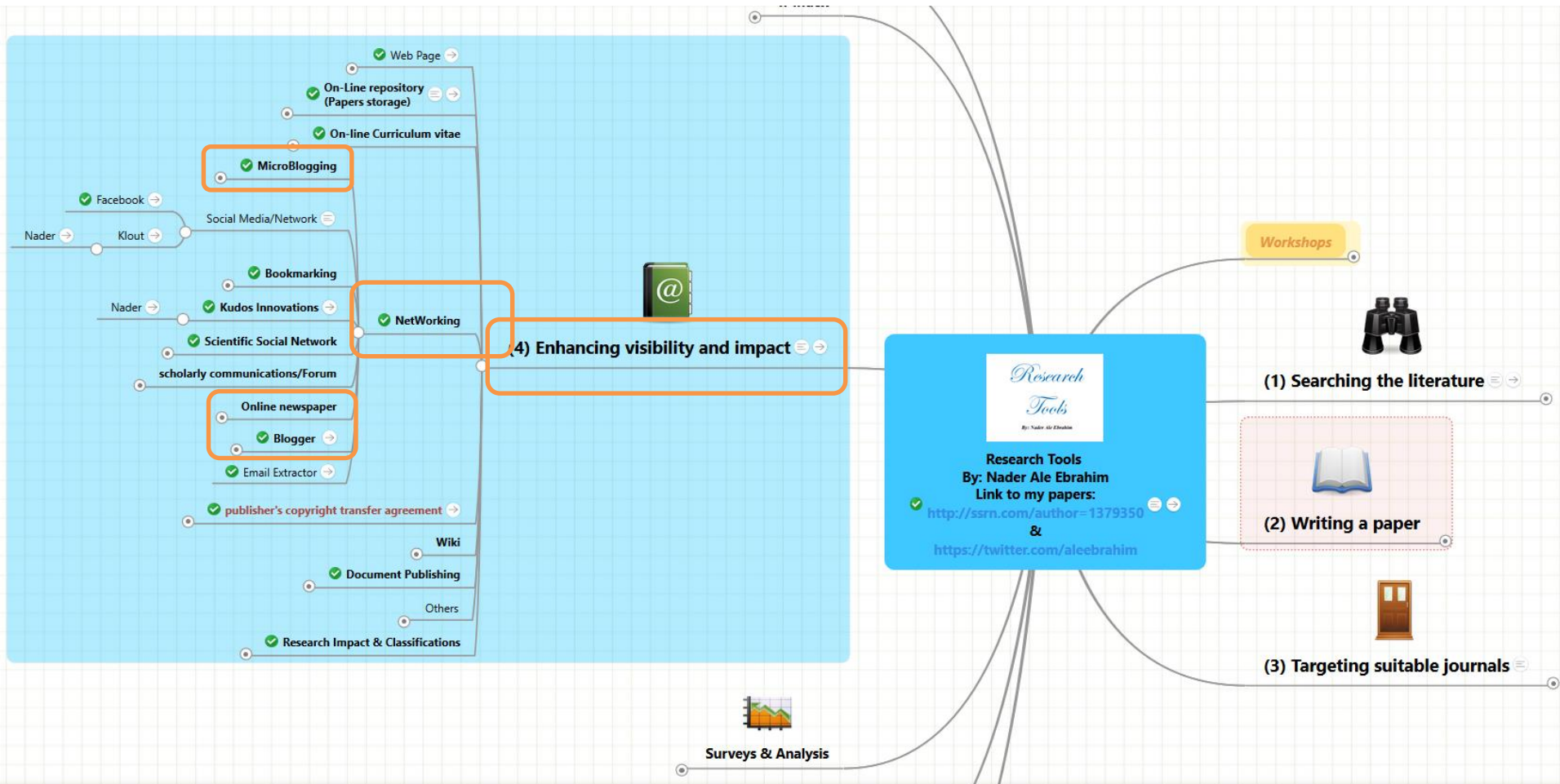
For further enquiries kindly contact us at:

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Level 2, Research Management & Innovation Complex, University of Malaya (UM)
Tel: 03-7967 6289 / 6942
Fax: 03-7967 6290
Email: ppp_workshop@um.edu.my
Website: <http://umconference.um.edu.my/ws>
<http://umresearch.um.edu.my>

Research Tools Mind Map



Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking



Sharing Your Findings with a General Audience

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GET STARTED



Michaela Panter, PhD

Senior Academic Editor

PhD, Immunobiology
Yale University

[ARC HOME](#) | [SHARING YOUR RESEARCH](#)

Sharing Your Findings with a General Audience

SUMMARY

- Effectively sharing your research with a general audience can positively affect funding for your work
- Engaging the general public can further the impact of your research

P W F C n

Benefits of connecting with an audience

Ties between the general public and scientists, however, extend beyond their similarities as knowledge seekers desiring guided access to the overwhelming mass of new knowledge. Researchers' objectives of funding and impact, illustrated above, overlap with two potential outcomes of lay exposure to scientific findings: further funding and further impact.

How is the Altmetric score calculated?

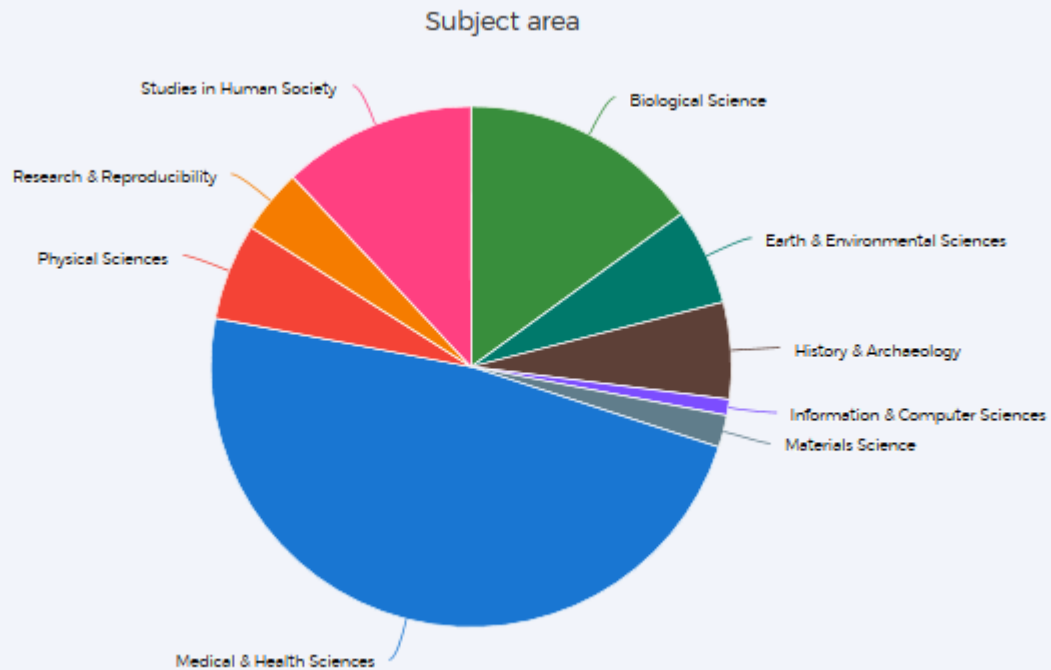
The score is a weighted count

The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+	1

Altmetric Top 100 2016

In the past year, Altmetric has tracked over **17 million** mentions of **2.7 million** different research outputs. These are the top 100 most-discussed journal articles



Congratulations! You've just received confirmation from the journal that the hard part is over; your work will be published soon. Now it's time to start spreading the word around your findings and analysis.

What is a blog?

- “Personal or corporate website in which the author writes, as their opinions, impressions, etc., so as to make them public and receive reactions and comments about them.” (Source: [Blogging as an Educational Tool, Tom Barnes, Technology Coordinator Southwest Plains Regional Service Center](#))
 - Free
 - A web based journal
 - Can be private or published for anyone to access
 - Readers can make comments on the different posts
 - Owned by the user
 - Hosted by the blog site provider - blogger
 - You can add text or upload pictures

Definition of Terms

Blog: The term is a shortened version of web log. It is a personal online publishing system which allows individuals to write and publish their opinions, thoughts and feelings on the internet on any subject they fancy.

Blog posts: These are individual articles posted on a blog. They are also simply known as 'posts' or 'entries'.

Bloggng: The act of writing a blog, maintaining it or adding an article to an existing blog.

Blogger: A person who posts entries on a blog.

<http://en.wikipedia.org/wiki/Blog>

Why academics (and students) should take blogging / social media seriously



An antidote to futility: Why academics (and students) should take blogging / social media seriously



*Blogs are now an established part of the chattersphere/public conversation, especially in international development circles, but **Duncan Green** finds academic take-up lacking. Here he outlines the major arguments for taking blogging and social media seriously. It doesn't need to become another onerous time-commitment. Reading a blog should be like listening to the person talk, but with links.*

Before I started teaching at LSE in January, I had the impression that the academics and researchers around the school were totally social media savvy – prolific tweeters like **Charlie Beckett** and top blogs like **LSE Impact** are high up on my follow list



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JohnRTurner_HPT_resource

This blog is intended to share information, discuss new research, and identify new trends within the Human Performance Technology (HPT) field. HPT is a multi-disciplinary practice that is influenced by a number of cognate disciplines: psychology, systems theory, education, economics, and sociology - to name only a few.

Tuesday, June 4, 2013

New Article Acceptance: Multiagent Systems as a Team Member

I have received notice that my article titled *Multiagent Systems as a Team Member* will be published by Common Ground Publishing in their journal: *The International Journal of Technology, Knowledge, and Society*. The web page for the journal follows: <http://ijt.cgpublisher.com>

No date as to when the article will be published but it should be this fall. Listed below is the abstract for the journal article to give those interested an indication of what the article is about.

Abstract

With the increasing complex business environment that organizations have to operate in today, teams are being utilized to complete complex tasks. Teams

Free Counter and Web Stats



About Me



John R. Turner

John R. Turner is a Doctoral Candidate at the University of North Texas in the applied technology and performance improvement (ATPI) program. He started his career in mechanical engineering where he was employed for 15 years. After leaving the engineering service industry, he completed a second bachelor's degree in psychology from the University of Arkansas at Little Rock, followed by a master's degree in human resource development from the University of Texas at Tyler. His research interests are in teams, team cognition, knowledge management, performance improvement, theory building, multilevel models, meta-analysis

Should researchers blog?

Arguments for a science blog

Blogging helps researchers to improve their non-academic writing skills, enrich their online profile and increase their engagement with academic and non-academic communities.

BLOG



Source: <http://blogs.springer.com/1st/should-researchers-blog-arguments-for-a-science-blog/>

Academic blogging is part of a complex online academic attention...

*We will be keeping an eye on the citations as they emerge – these will provide yet another data point for us to consider in our work. But in our minds the answer to the question “**Should I blog?**” is now a clear and resounding “**Yes**”, at least, if conventional indicators of academic success are your aim. Blogging is now part of a complex online ‘attention economy’ where social media like Twitter and Facebook are not merely dumb ‘echo chambers’ but a massive global conversation which can help your work travel much further than you might initially think.*

Source: <http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/>

Academic blogging is part of a complex online academic attention

*Just like a taller, more powerful radio tower will boost a signal so it can be heard at a greater distance; it makes sense that **more people will read a paper** if the writer is **active on social media**. Of course, because we wrote it, we think it's great that our paper has proved so popular, but we have to ask: **in the future**, will the highest quality papers be read most? Or will it be only those papers backed up by the loudest voices?*

Source: Mewburn, I., & Thomson, P. (2013, Dec 12 2013). Academic blogging is part of a complex online academic attention economy, leading to unprecedented readership. Retrieved 13, December, 2013, from <http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/>



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Shorter, better, faster, free: Blogging changes the nature of academic research, not just how it is communicated



*Academic blogging gets your work and research out to a potentially massive audience at very, very low cost and relative amount of effort. **Patrick Dunleavy** argues blogging and tweeting from multi-author blogs especially is a great way to build knowledge of your work, to grow readership of useful articles and research reports, to build up citations, and to foster debate across academia, government, civil society and the public in general.*



Home > Elsevier Connect > How to use blogging and microblogging to disseminate your research

Career Advice

How to use blogging and microblogging to disseminate your research

Tweeting or blogging can help you publicize your work and expand your network

By Elsevier Early Career Resources Posted on 10 December 2012



Share story:       

Blogs and microblogs (e.g., [Twitter](#)) are vital tools for academics to publicly communicate about their research, to announce developments and findings, to announce publications and share presentations and to write about research issues. You can also gain feedback from other like-minded academics, as well as expand

Blogs

- Wordpress



- Weebly



- Blogger



Creating your own Blog

- It is as easy as setting a Hotmail or Yahoo Mail account
- Go to <http://www.blogger.com>
- Click on Create your Blog Now
- Fill out the form, Click Continue
- Name your blogspot – <http://xyz.blogspot.com>
 - xyz must be a unique name
 - blogspot.com cannot be changed
- Choose your template
 - Everything but the URL can be changed later

Source: [Blogging as an Educational Tool, Tom Barnes, Technology Coordinator Southwest Plains Regional Service Center](#)

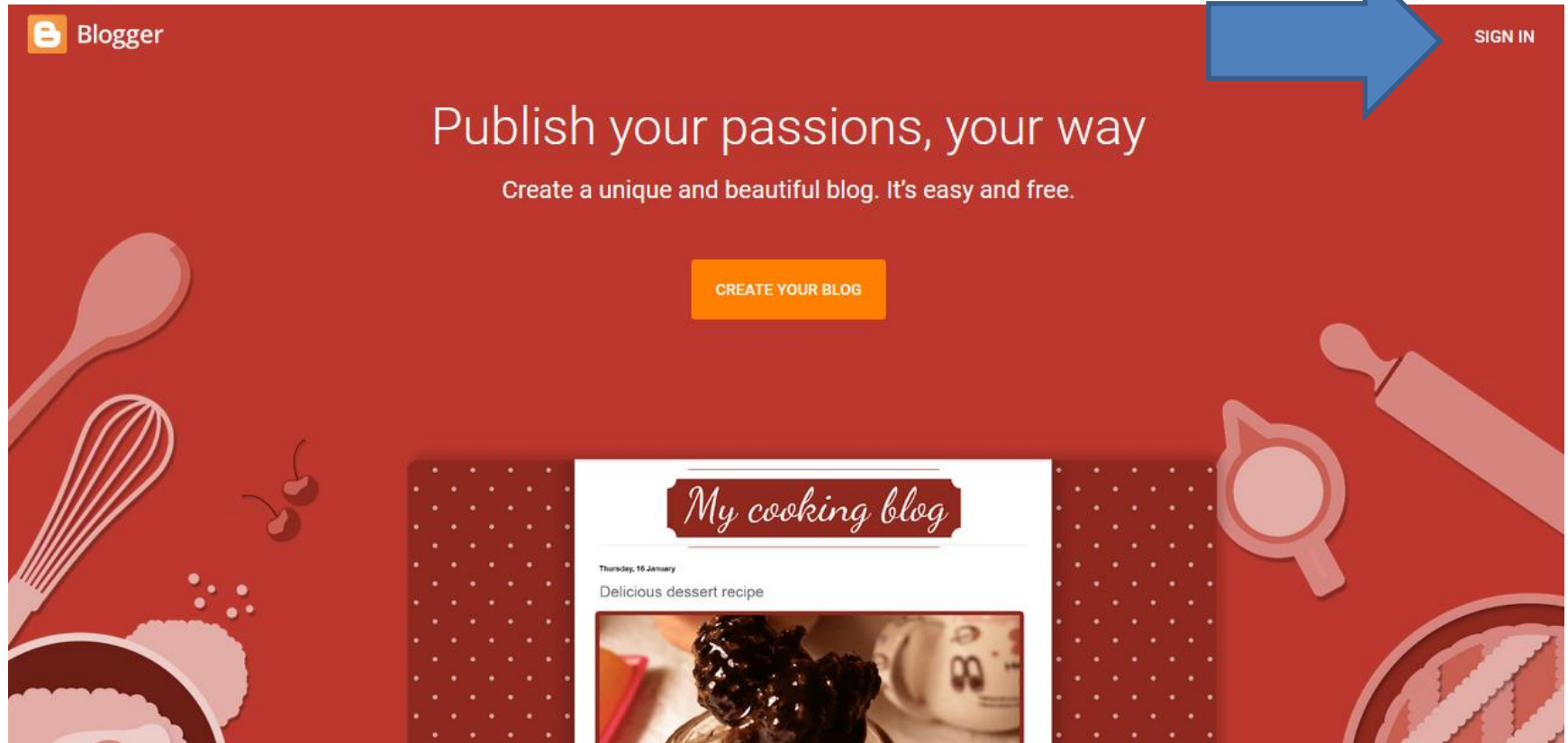
"How to Start a blog" a video

- Step-by-Step instructions to create a blog on Blogger

Blogging basics

1. Choose a blogging platform from one of the many available.
2. **Think of a domain name (url) you would like your blog to have. You can use your name or initials, or a keyword from your research.**
3. Select a suitable theme for the purposes of your blog.
4. **Complete a brief profile in the available section from which new readers can learn a little about you and your research.**
5. Create a title for the blog which simply summarizes the main focus of your expected posts.
6. **Once you have decided on a focus for your blog, such as a particular research topic or general topics within your fields of expertise, plan to write at least 1 blog post a week.**
7. Invite friends and colleagues from your network to follow your blog.
8. **Read and follow blogs of other academic peers, and leave comments as relevant, to drive more readers (who hopefully then become followers) to your own blog.**
9. Share links to blog posts in all of your social media outlets.
10. **Through tools offered in your blogging platform, you can analyze how many readers find your blog through tweets and other social media outlets.**

Create a new blog



The image shows the Blogger homepage with a red background. In the top left corner is the Blogger logo. In the top right corner, there is a "SIGN IN" link, which is highlighted by a blue arrow pointing from the left. The main heading reads "Publish your passions, your way" with the subtext "Create a unique and beautiful blog. It's easy and free." Below this is an orange "CREATE YOUR BLOG" button. At the bottom, there is a preview of a blog post titled "My cooking blog" with a subheading "Delicious dessert recipe" and a photo of a chocolate dessert.

Blogger

SIGN IN

Publish your passions, your way


Create a unique and beautiful blog. It's easy and free.

CREATE YOUR BLOG

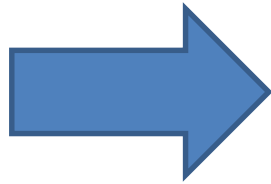
My cooking blog

Thursday, 16 January

Delicious dessert recipe




Create a new blog




 Blogger |

New blog... ▾

 Welcome

 Reading List

 Help

Create a new blog







You can use your name or initials, or a brand name (keyword from your research).

Blogs List > **Create a new blog**

Title

Address You can also add a custom domain later.

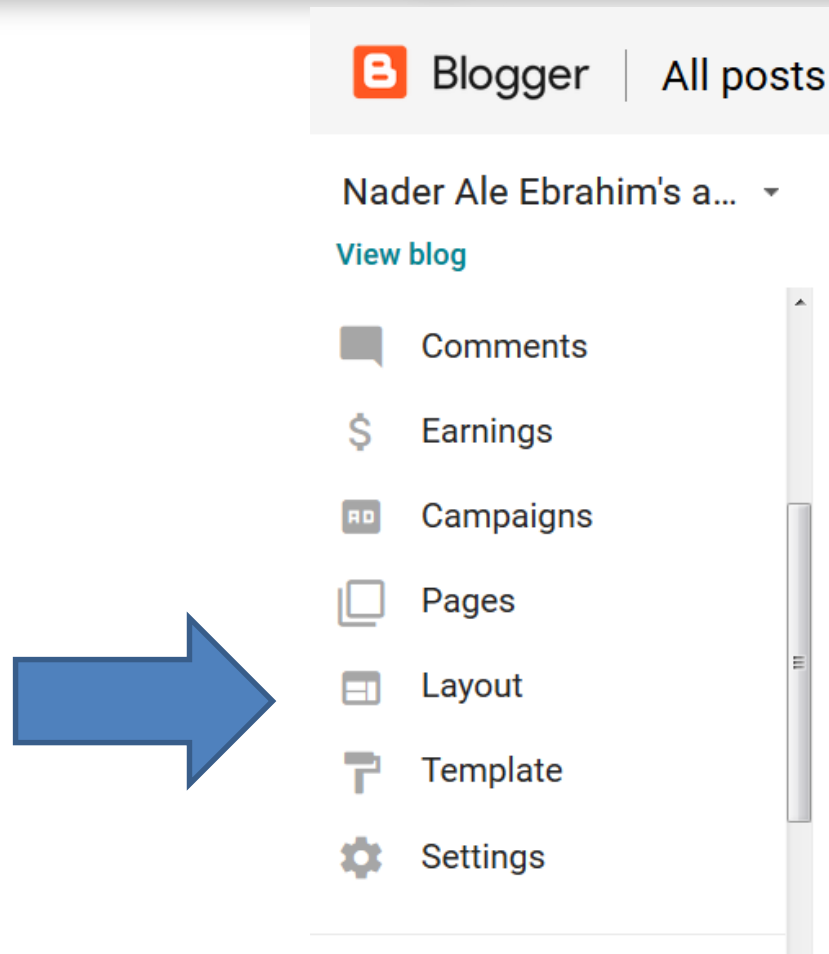
Template

 Simple	 Dynamic Views	 Picture Window
 Awesome Inc.	 Watermark	 Ethereal

You can browse many more templates and customize your blog later.

Create blog! **Cancel**

Add, remove, edit gadgets on your blog. Click and drag to rearrange gadgets.



Create a new blog - Configure Header



Configure Header

Blog Title

Blog Description

Image From your computer:
 No file selected.

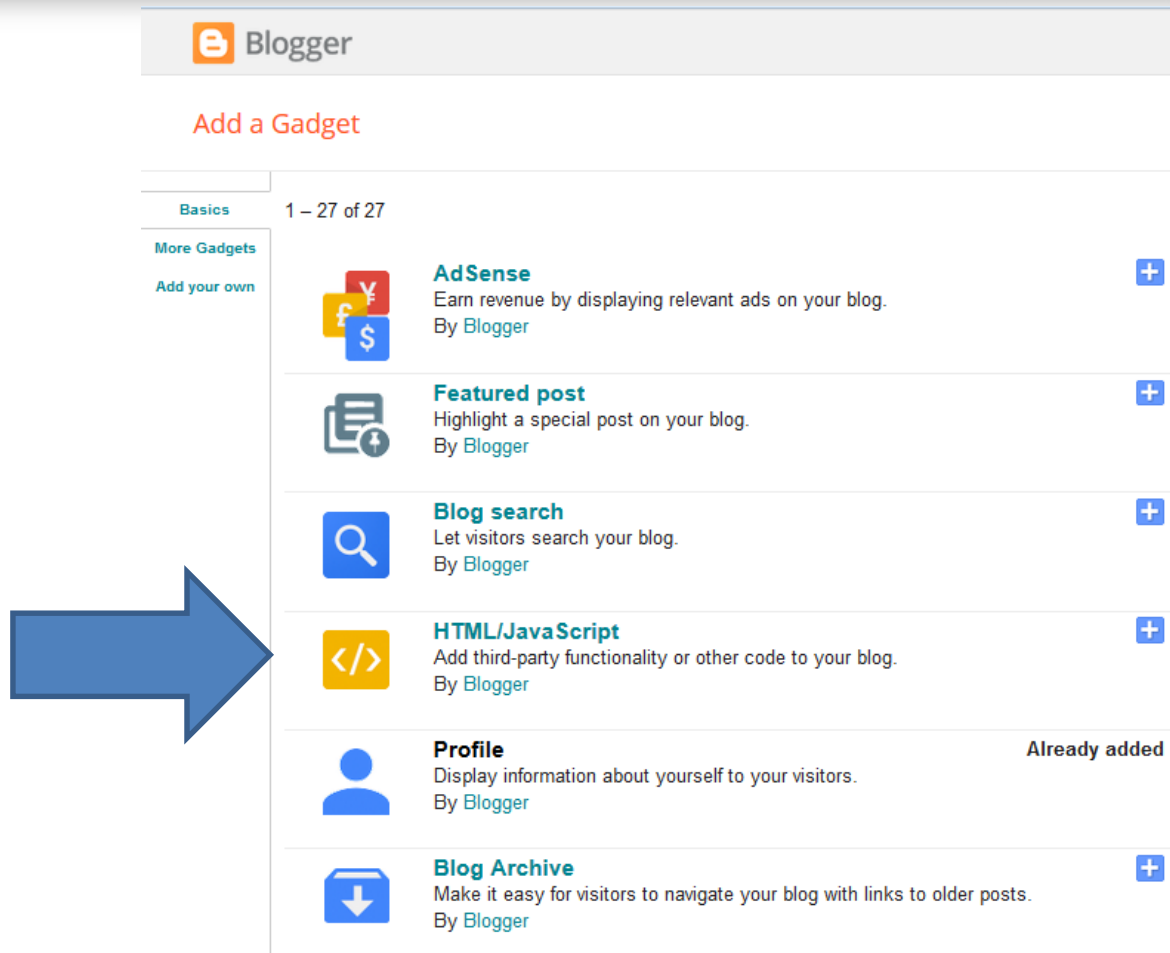
From the web. Paste an image URL
below.

Placement

- Behind title and description
- Instead of title and description
- Have a description placed after the image
- Shrink to fit

Image will be shrunk to 752 pixels wide.

Create a new blog - Add a Gadget














Blogger

Add a Gadget

Basics 1 – 27 of 27

More Gadgets

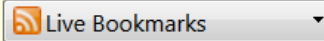
Add your own

- AdSense**  Earn revenue by displaying relevant ads on your blog.
By Blogger 
- Featured post**  Highlight a special post on your blog.
By Blogger 
- Blog search**  Let visitors search your blog.
By Blogger 
- HTML/JavaScript**  Add third-party functionality or other code to your blog.
By Blogger 
- Profile**  Display information about yourself to your visitors.
By Blogger **Already added**
- Blog Archive**  Make it easy for visitors to navigate your blog with links to older posts.
By Blogger 

RSS Feeds & Feed Readers



Subscribe to this feed using



Always use Live Bookmarks to subscribe to feeds.

Subscribe Now

Nader Ale Ebrahim

Recent documents in Nader Ale Ebrahim

[Effective Factors for Increasing University Publication and Citation Rate](#)

Wednesday, June 24, 2015 3:29 PM

Despite the vital role of paper publication and citation in higher education institutions (HEIs), literature on publication exercises is relatively scarce. There are a number of factors which influence the rate of university publications and citations. Accordingly, with a focus on policy perspectives, this paper discusses publication exercises by addressing the factors that can increase or decrease the rate of publication and citation in HEIs. The investigated zones are divided into two macro and micro levels, in which macro level deals with global policy and micro level is related to local and university policies. The effective factors and their relevant criteria are traced in all the aforementioned policies.

[The Scientific Articles on Art Criticism](#)

Wednesday, June 03, 2015 8:32 AM

Research has been extremely involved in improving in the art criticism area. These improvements are reflected in scientific articles. This article purposed to investigate the 214 articles in art criticism to explore their main characteristics. These articles published in the Web of Science database of the Institute of Scientific Information (ISI) from the period of 1980 till 20 December 2013. Types of articles were article and review which is included in the study. The three top cited (more than 10 times citations) articles in art criticism were published in 1993 and 1999. The 214 articles mean citation rate was 0.87 (SD 2.38) times.

Blog Examples:

- <http://researchtoolsbox.blogspot.com/>

Total Pageviews 04/08/2015



8,963

- <http://aleebrahim.blogspot.com/>

Total Pageviews



106,433

Blog Examples:

- <http://researchtoolsbox.blogspot.com/>

24/05/2017

Total Pageviews



150,404

- <http://aleebrahim.blogspot.com/>

Total Pageviews



228,230

[PLoS One](#). 2016 Dec 1;11(12):e0165997. doi: 10.1371/journal.pone.0165997. eCollection 2016.

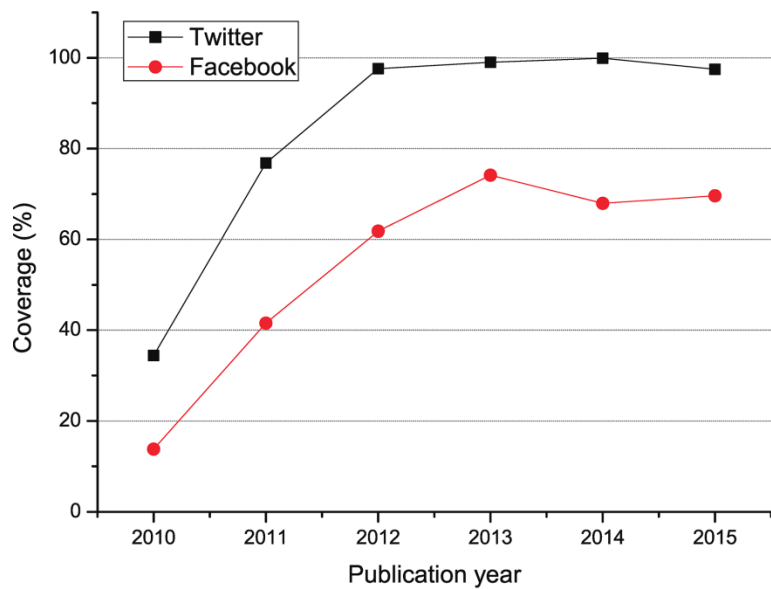
Bibliographic Analysis of Nature Based on Twitter and Facebook Altmetrics Data.

[Xia F](#)¹, [Su X](#)¹, [Wang W](#)¹, [Zhang C](#)¹, [Ning Z](#)¹, [Lee I](#)².

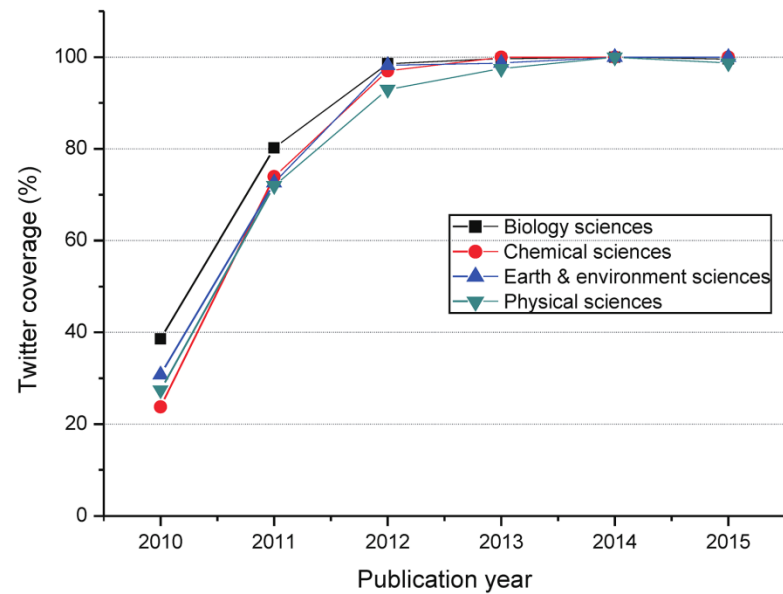
Abstract

This paper presents a bibliographic analysis of Nature articles based on altmetrics. We assess the concern degree of social users on the Nature articles through the coverage analysis of Twitter and Facebook by publication year and discipline. The social media impact of a Nature article is examined by evaluating the mention rates on Twitter and on Facebook. Moreover, the correlation between tweets and citations is analyzed by publication year, discipline and Twitter user type to explore factors affecting the correlation. The results show that Twitter users have a higher concern degree on Nature articles than Facebook users, and Nature articles have higher and faster-growing impact on Twitter than on Facebook. **The results also show that tweets and citations are somewhat related, and they mostly measure different types of impact.** In addition, the correlation between tweets and citations highly depends on publication year, discipline and Twitter user type.

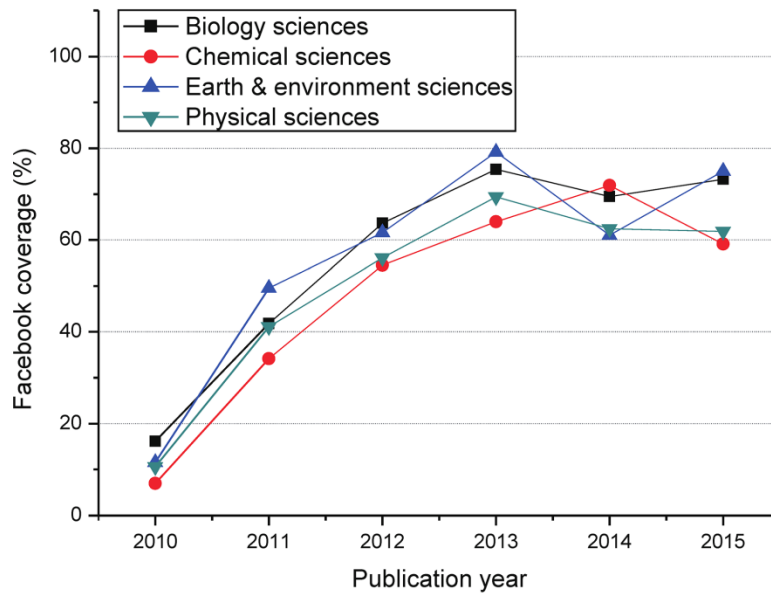
PMID: 27906981 DOI: [10.1371/journal.pone.0165997](https://doi.org/10.1371/journal.pone.0165997)



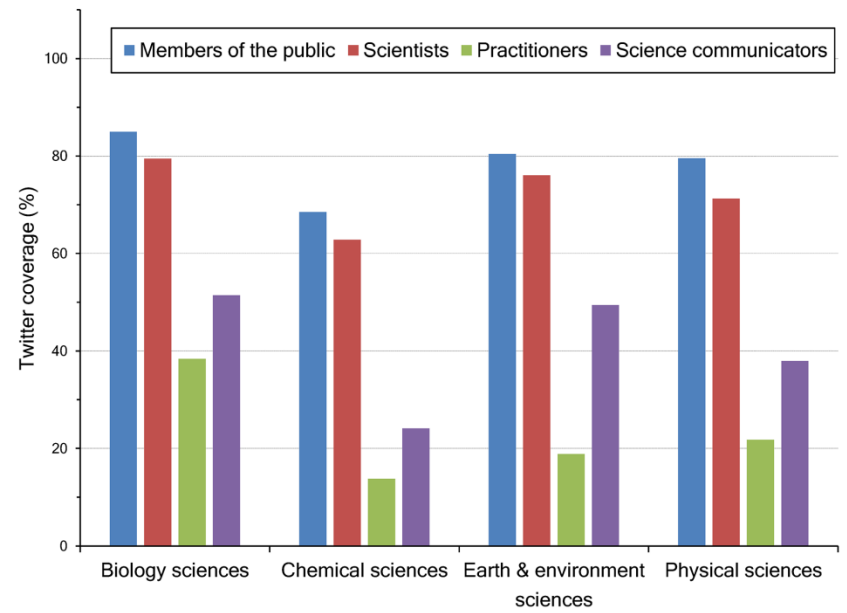
(a)



(b)



(c)



(d)

Source: Xia, F., Su, X., Wang, W., Zhang, C., Ning, Z., & Lee, I. (2016). Bibliographic Analysis of Nature Based on Twitter and Facebook Altmetrics Data. *PLOS ONE*, 11(12), e0165997.

Promote Your Publication

- *Be active on any social networking site that you might prefer (**Twitter**, Facebook, your subject area's community forums etc) and mention your publication there. Don't forget to add value to the information, e.g. post a link to the first chapter etc.*

Source: <http://www.springer.com/authors/book+authors?SGWID=0-154102-12-489999-0>

If I tweet will you cite?


Original Article

International Journal of Public Health

pp 1-8

First online: 18 May 2016
















If I tweet will you cite? The effect of social media exposure of articles on downloads and citations

Thomy Tonia  , Herman Van Oyen, Anke Berger, Christian Schindler, Nino Künzli



Article Metrics

July 2015 Top 100 Technology Experts to Follow on Twitter

	#71) @glebis - Gleb Kalinin
	 #72) @aleebrahim - Nader Ale Ebrahim
	 #73) @1001topwords - Anfossi Willy (Down from #41)
	 #74) @saivinod - Vinod Kumar
	 #75) @thomas_witt - Thomas Witt (Down from #66)
	 #76) @iselGermanyAG - isel Germany AG (Down from #72)
	 #77) @johanlouwers - Johan Louwers (Up from #79)
	 #78) @buhalis - ProfDimitriosBuhalis

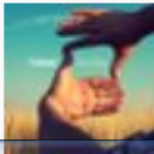
December 2016 Top 100 Technology Experts to Follow on Twitter



#16) @in



#17) @Ca
#16)



#18) @yc



#19) @aleebrahim - Nader Ale Ebrahim (#19 last month)

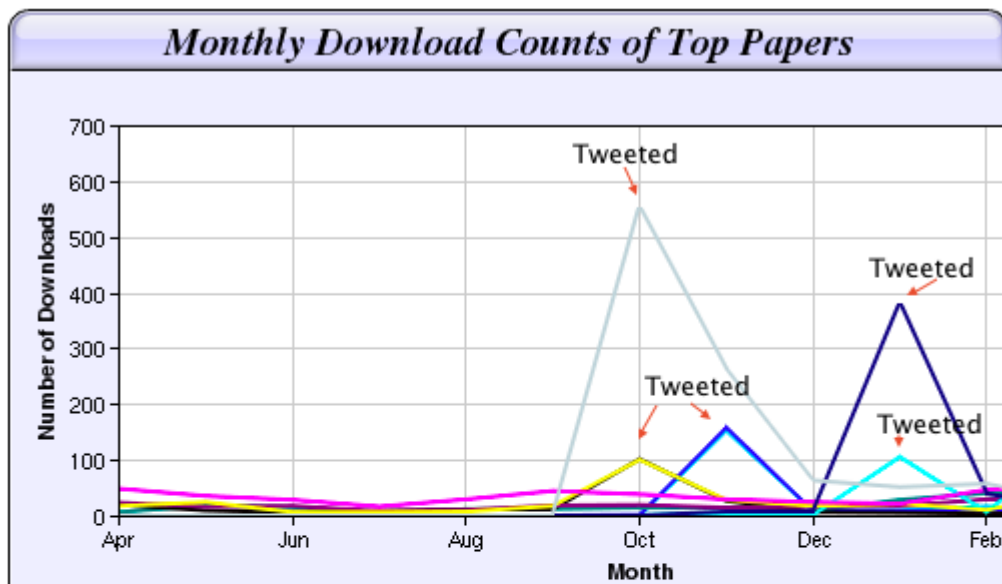
CONGRATS! YOU MADE THE TOP 100



TECHNOLOGY EXPERTS TO FOLLOW FOR DECEMBER 2016.

EVANCARMICHAEL.COM

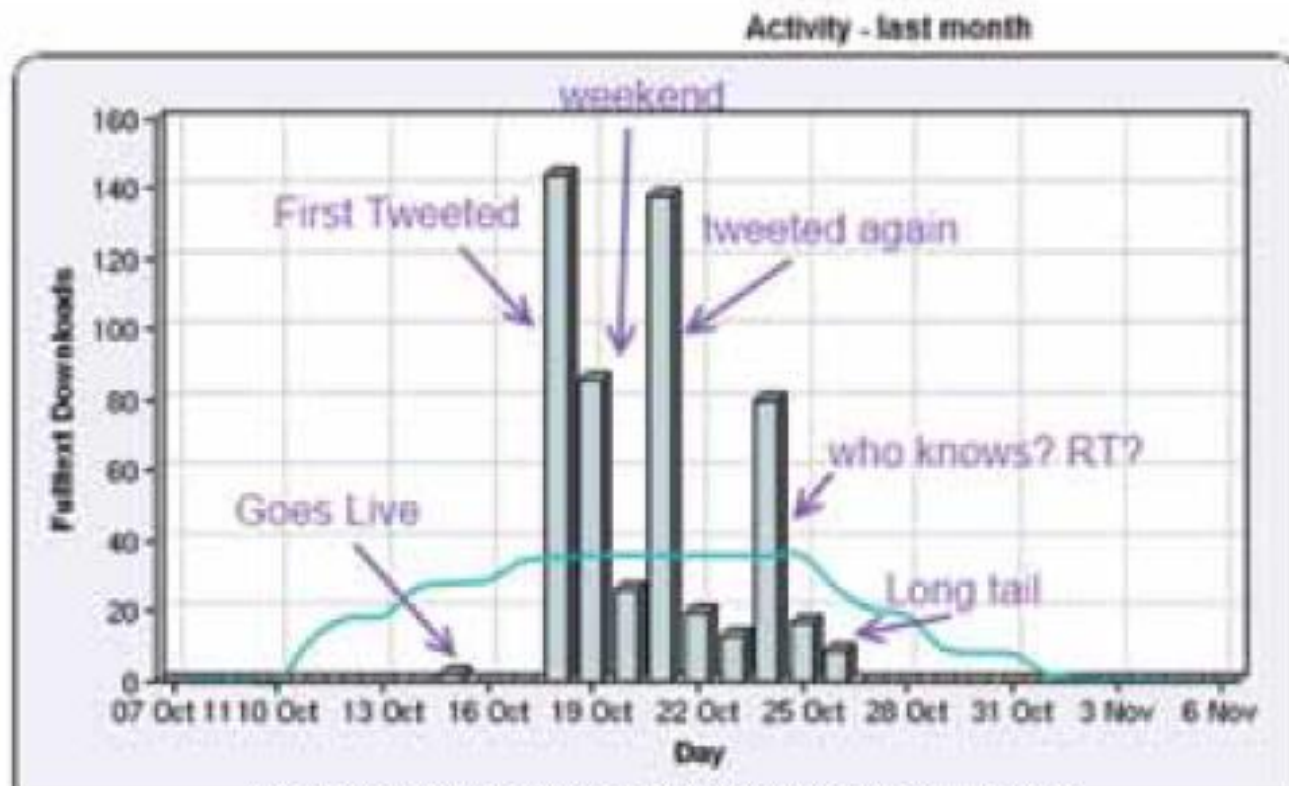
Why should you share links to your published work online?



According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media” (2012).

- Digital Curiosities: Resource Creation Via Amateur Digitisation
- Enabled backchannel: conference Twitter use by digital humanists Not Me
- Framework for effective public digital records management in Uganda
- Library and information resources and users of digital resources in the huma
- A Virtual Tomb for Kelvingrove: Virtual Reality, Archaeology and Education
- What do faculty and students really think about e-books? Not me
- Documentation and the users of digital resources in the humanities
- Classification in British public libraries: a historical perspective Not me
- Teaching TEI: The Need for TEI by Example
- Should we just send a copy? Digitisation, Use and Usefulness

Effect of social networks (Twitter) on the impact and downloads of an open access paper deposited in a repository



ChartDirector (unregistered) from www.advsofteng.com

861 downloads within 24 hours of the first tweet about a paper



Who gives a tweet? After 24 hours and 860 downloads, we think quite a few actually do



Earlier this year, the National Centre for Research Methods released a research paper to waves of interest from academics and researchers alike on Twitter. **Kaisa Puustinen** and **Rosalind Edwards** watched the number of downloads rise rapidly as the paper was passed around through the social media channel.

Students, early career researchers and established academics may all ponder about how many interviews will be enough when designing their research projects. Sarah Elsie Baker from Middlesex University and Rosalind Edwards from NCRM decided to tackle this subject and



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Popular Posts This Week

861 downloads within 24 hours of the first tweet about a paper

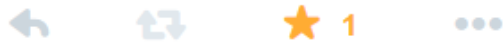
- The paper was uploaded online late afternoon on Monday 26th March and was first tweeted to our followers the following day. The paper caught the interest of NCRM Twitter followers and within 24h it was retweeted 10 times to over 5000 followers and shared 135 times using social sharing tools (email, microblogging, social bookmarking, social networking) available on NCRM website. This resulted in 861 downloads within 24 hours of the first tweet about our paper. This was clearly a Twitter effect, as the paper was not publicised anywhere else at that time.



Nader Ale Ebrahim

@aleebrahim

#VirtualTeams : A Literature Review reach to 7,605 Abstract Views and 1,915 Downloads :: SSRN [papers.ssrn.com/sol3/papers.cf ...](http://papers.ssrn.com/sol3/papers.cf...)



9:33 AM - 17 May 2015

Paper statistics	
Abstract Views:	7,617
Downloads:	1,915
Download Rank:	4,187
References:	130

Virtual Teams: A Literature Review

Nader Ale Ebrahim

University of Malaya (UM) - Department of Engineering Design and Manufacture, Faculty of Engineering; University of Malaya (UM) - Research Support Unit, Centre of Research Services, Institute of Research Management and Monitoring (IPPP)

Shamsuddin Ahmed

University of Malaya (UM)

Zahari Taha

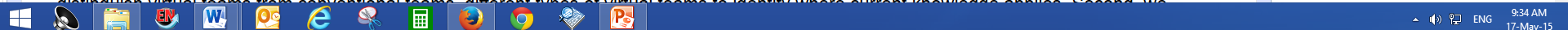
University of Malaya (UM)

November 6, 2009

Australian Journal of Basic and Applied Sciences, Vol. 3, No. 3, pp. 2653-2669, 2009

Abstract:

In the competitive market, virtual teams represent a growing response to the need for fast time-to-market, low-cost and rapid solutions to complex organizational problems. Virtual teams enable organizations to pool the talents and expertise of employees and non-employees by eliminating time and space barriers. Nowadays, companies are heavily investing in virtual team to enhance their performance and competitiveness. Despite virtual teams growing prevalence, relatively little is known about this new form of team. Hence the study offers an extensive literature review with definitions of virtual teams and a structured analysis of the present body of knowledge of virtual teams. First, we distinguish virtual teams from conventional teams, different types of virtual teams to identify where current knowledge applies. Second, we



Publishing Tips

How to improve the impact of your paper

By Manon Burger Posted on 14 September 2014

Twitter

Twitter gives you a chance to share quick thoughts using no more than 140 characters. Today, one third of all scholars are active on Twitter. It's a great way to share your current research, publications and links to new blog posts.

Make an impact:

- Make a profile on www.twitter.com
- Follow other researchers and thereby increase your own following
- Post regular content, e.g. links to hot papers, events and conferences
- Respond promptly to direct messages and comments
- Retweet. By promoting other members of your community you are raising your own profile at the same time
- Use images. A picture is twice as likely to be retweeted as text

Source: <http://www.elsevier.com/authors-update/story/publishing-tips/how-to-improve-the-impact-of-your-paper>

Find your community on Twitter

Twitter is a microblogging site with 560 million active users, and more than 1 in 40 researchers are reportedly active on the site.

Scientists who use Twitter tend to be effusive in their praise: Twitter helps them stay on top of news in their field, find new publications, get speaking and publishing opportunities, communicate their research directly to the public, and—perhaps most importantly—find a sense of community. In fact, among researchers who use social media in a professional context, 83% declared Twitter to be the most useful tool they use.

Find your community on Twitter

- **Sign up** - Creating a Twitter account is dead simple: logon to Twitter.com and sign up for an account.
- **Personalize your account** - First, add a photo to your “avatar”. Next, add a short bio.
- **Find people to follow** - Find users who share your interests and to “follow” them to start receiving their updates.

Source: <http://blog.impactstory.org/category/impact-challenge/page/3/>

Basics of composing a tweet

No matter what you tweet about, there are some basic things you can do to make your tweets more interesting to others (and thus more likely to be shared via a retweet):

- use hashtags (a word or phrase that follows the “#” sign, like “#scicomm” or “#tenure”)
- attach a photo to your tweet (when composing a tweet, click the “Add photo” camera icon and upload a picture from your computer),
- consider following the 5-3-2 rule: social media experts recommend that for every 10 updates you post, 5 should be content from others that are relevant to your followers, 3 should be professional content, and 2 should be personal updates

Measuring your success

- Twitter's new [Analytics dashboard](#) can help you measure the success of your outreach efforts.
- Logon to Twitter Analytics and review your latest tweets that share links to your blog or your papers.
- The number of **impressions** are time your tweets appeared on someone's timelines. The number of **engagements** are the number of times your tweets have been retweeted, clicked through, or clicked on to learn more information about what you shared. They help you measure the amount of exposure you're receiving and others' interest in what you're tweeting, respectively.

The Kardashian index: a measure of discrepant social media profile for scientists

$$F=43.3C^{0.32}(1)$$

Where F is the number of twitter followers and C is the number of citations.

As a typical number of followers can now be calculated using this formula, Hall (2014) proposed that the Kardashian Index (K-index) can be calculated as follows:

$$K\text{-index}=F(a)/F(c)$$

Where $F_{(a)}$ is the actual number of twitter followers of researcher X and $F_{(c)}$ is the number researcher X should have given their citations. Hence a high K-index is a warning to the community that researcher X may have built their public profile on shaky foundations, while a very low K-index suggests that a scientist is being undervalued. Here, Hall (2014) proposed that those people whose K-index is greater than 5 can be considered 'Science Kardashians'



[Neil Hall, Prof](#)

Modified Kardashian Index: A Measure of Discrepant Social Media Profile for Scientists

$F(a)$ is the actual number of Twitter followers

$F(c)_m$ is the calculated social impact of the author based on the scientist Google Scholar citations (C_{Gs})

MK-index is Modified Kardashian index

$$F(c)_m = 43.3 (5.961 + 0.460C_{Gs})^{0.32}$$

$$\text{MK-index} = F(a) / F(c)_m$$



Nader Ale Ebrahim

Suggested Citation

Ale Ebrahim, Nader, Modified Kardashian Index: A Measure of Discrepant Social Media Profile for Scientists (March 30, 2015). Available at SSRN: <https://ssrn.com/abstract=2588206> or <http://dx.doi.org/10.2139/ssrn.2588206>



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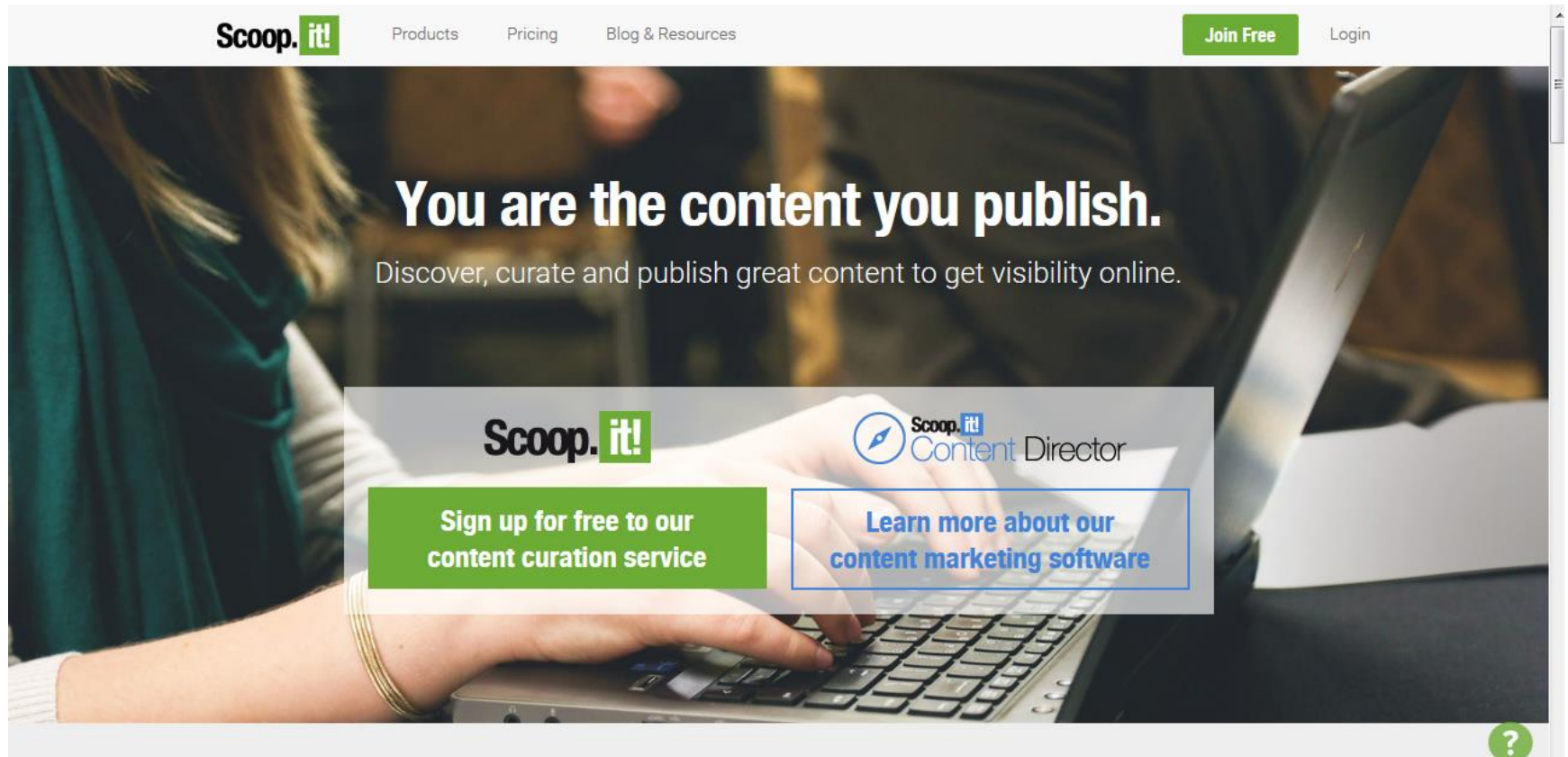
OK

What is content curation?

“Content curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful and organized way around a specific theme”.

Source: <http://www.bethkanter.org/content-curation-101/>
<http://www.knowledgebrokersforum.org/blogs/tag/content%20curation>


Scoop.it: Content Curation & Content Marketing Software

The image shows a screenshot of the Scoop.it website's landing page. The background is a blurred photograph of a person's hands typing on a laptop keyboard. The page features a navigation bar at the top with the Scoop.it logo, links for 'Products', 'Pricing', and 'Blog & Resources', and buttons for 'Join Free' and 'Login'. The main content area has a large headline, a sub-headline, and two call-to-action buttons. A small question mark icon is visible in the bottom right corner of the page.

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You are the content you publish.

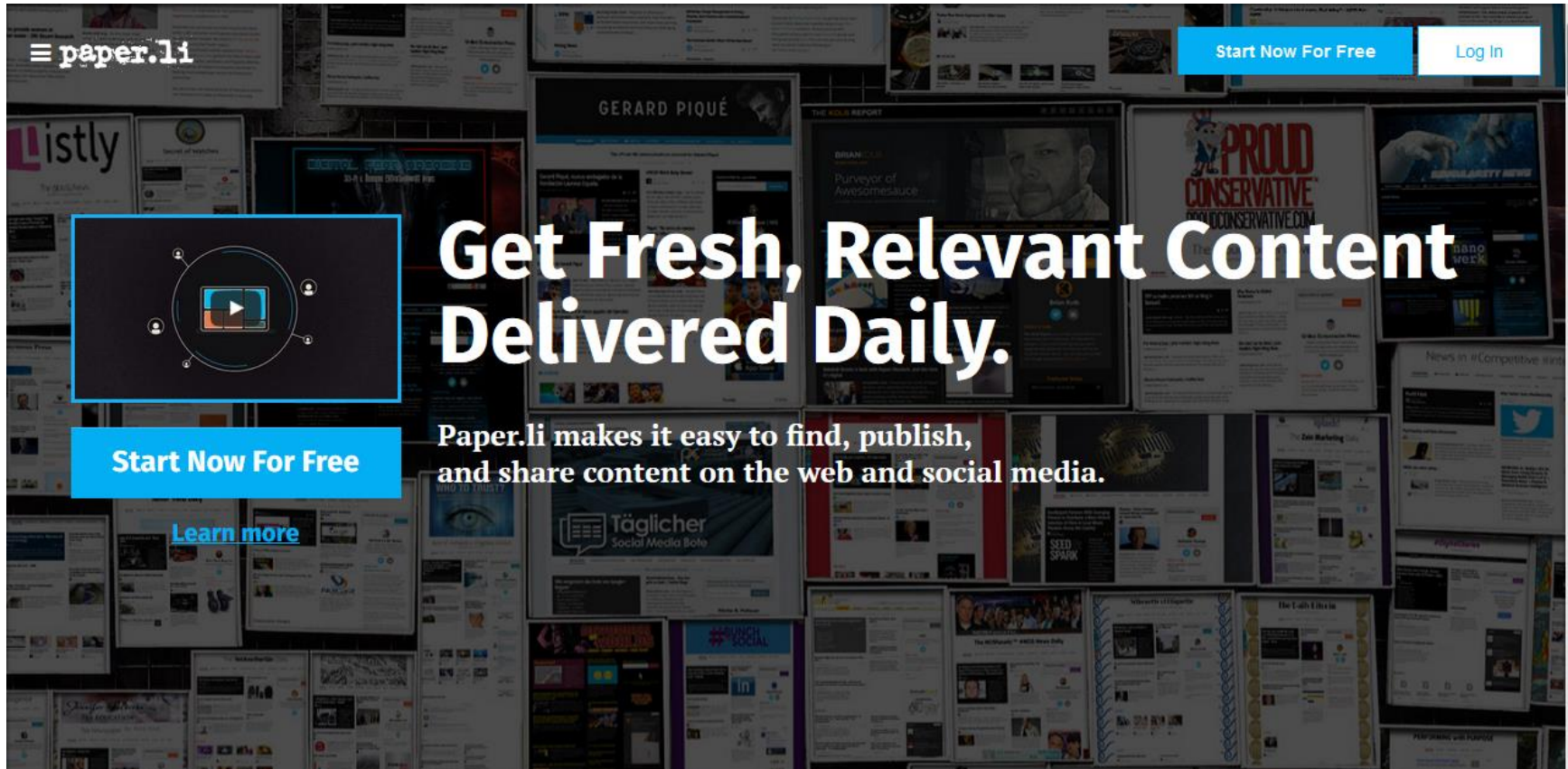
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Research Tools Box & Virtual R&D Teams

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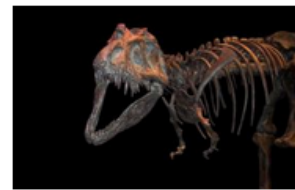
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Nader Ale Ebrahim

Nader Ale Ebrahim, PhD from University of Malaya (UM). His current research interest focuses on E-skills, Research Tools, Bibliometrics and managing virtual NPD teams in SMEs' R&D centers.



Editor's note

This Topic is designed to assist students to aim at reducing the search time by increasing their knowledge to more effectively use the "Research Tools" which is available through the Net.

&

Yumpu: Optimize your PDF to a multimedia magazine.

The screenshot shows the Yumpu website interface. At the top is a black navigation bar with the Yumpu logo, a language dropdown set to 'EN', a search bar, and links for 'REGISTRATION' and 'TRY ADFREE'. The main content area has a light blue background. On the left, a white box contains the text 'Optimize your PDF to a multimedia magazine.' and a dashed border around a cloud icon with an upward arrow. Below the icon, it says 'Drag a PDF on this area' and 'or Select a PDF from your computer'. On the right, large text reads 'THE DISTRIBUTION OF DIGITAL MAGAZINES HAS NEVER BEEN SO SIMPLE.' Below this, three feature boxes are listed: 'Embed magazines - without technical knowledge' with a code icon, 'Kiosk in your corporate design, without third-party ads' with a home icon, and 'Responsive design for all devices' with a mobile phone icon.

100 Most Cited Articles in Urban Green and Open Spaces: A Bibliometric Analysis

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Scoop.it: Content Curation & Content Marketing Software



Nader Ale Ebrahim

Upgrade Or unlock features for free

Nader Ale Ebrahim has a Technology Management PhD from the Dept. of Engineering Design and Manufacture, Faculty of Engineering, University of Malaya. He is creator of 'Research Tools' box.



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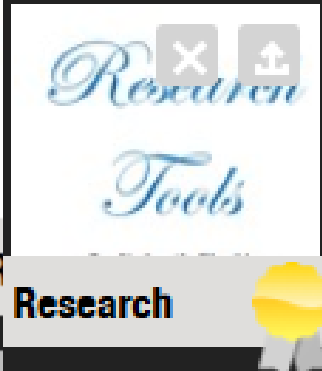
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Virtual R&D teams 2

Discuss everything about Virtual Teams a...





Research Tools Box

This Topic is designed to assist students to aim at reducing the search time effectively use the "Research Tools" which is available through the Net.

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The Rise of "Trade Liberalization": Bibliometric Analysis of Trade Liberalization Study

Murtala Muhammad, Abubakar Ahmed, Gold Kafilah Lola, Usman Mikail Usman, Nader Ale Ebrahim

Background: Citation metric and visibility of a field. Hence performance metric index. Most scientific publications. Yet, it aimed to provide an insight

Abstract

The purpose of this research is to assess the universal scientific trends and examine the patterns in the intellectual research published on trade liberalization over a period of 35 years (1980-2015). The data were collected from a leading indexing and abstracting database Thomson Reuters Web of Science. The Kruskal-Wallis test, ANOVA and Pearson's correlation were employed in analyzing the retrieved data. Based on the citation trend of first 100 highly cited published articles with the least number of authors are found to have received the highest number of citations. Our result shows that there is actual statistical significance ($p < 0.001$) between the total citations attracted by articles published by 1 author and those published by 3 and 4 authors. The word trade liberalization has become dominant and consistent in the field of the study. These research trend and interest could provide focus to researchers for future research.

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Nader Ale Ebrahim, PhD

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My recent publication:

1. Muhammad, M., Ahmed, A., Lola, G. K., Mikail Usman, U., & Ale Ebrahim, N. (2017). The Rise of "Trade Liberalization": Bibliometric Analysis of Trade Liberalization Study. *Mediterranean Journal of Social Sciences*, 8(2), 97-104. <http://ssrn.com/abstract=2928551>
2. Bong, Yiibonn and Ale Ebrahim, Nader, Increasing Visibility and Enhancing Impact of Research (April 24, 2017). *Asia Research News* 2017. Available at SSRN: <https://ssrn.com/abstract=2959952>
3. Bong, Yiibonn and Ale Ebrahim, Nader, The Rise of Alternative Metrics (Altmetrics) for Research Impact Measurement (April 3, 2017). *Asia Research News* 2017. Available at SSRN: <https://ssrn.com/abstract=2945838>

My recent presentations:

1. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 4: Paper submission & dissemination. <https://doi.org/10.6084/m9.figshare.5028152.v1>
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