

Create an Audio/Video Slides for your Research

Nader Ale Ebrahim, PhD

Visiting Research Fellow

Centre for Research Services Institute of Management and Research Services University of Malaya, Kuala Lumpur, Malaysia



aleebrahim@um.edu.my



@aleebrahim



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



18th January 2017



All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: (New version)

4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

Centre for Research Services
Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Abstract

Abstract: The number of research publications are increasing dramatically, but it's impossible for researchers to read and process those information in time. So, we need a new communication tool to disseminate our research findings rather than the conventional publishing method. An effective tool for expanding your online presence is to create Audio/Video slides from your own published papers. It is the easiest way to communicate with a wider audience in your subject area and provide another avenue for your research output discovery. This presentation will provide various techniques on how to create an Audio/Video slides for improving your research impact and visibility.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility, Social media videos

WORKSHOP SERIES TOPICS

SESSION	DATE	TIME	TOPIC	
1	7 September 2016	2.00 – 4.30 p.m.	Citations and its impact to university ranking	
2.1	22 September 2016	10.00 a.m. – 12.00	Research Outreach: Wider Visibility to Increase Citation*	
2.2	22 September 2016	2.00 – 5.00 p.m.	Plain Language Summary: The Common Language of Research & Innovation *	
3	28 September 2016 2.00 – 4.30 p.m. Analysis of bibliometrics information for select the best field of students		Analysis of bibliometrics information for select the best field of study	
4	5 October 2016	2.00 – 4.30 p.m.	A new system for measuring research impact	
5	12 October 2016	2.00 – 4.30 p.m.	How to select a brand name for your research interest?	

http://umconference.um.edu.my/ws

8	2 November 2016	2.00 - 4.30 p.m.	Create a publication database for enhancing research visibility	
9	9 November 2016	2.00 – 4.30 p.m.	Create a google scholar profile to boost research visibility	
10	16 November 2016	2.00 – 4.30 p.m.	Create and maintain an up-to-date researcherid profile	
11	23 November 2016	2.00 – 4.30 p.m.	Online repository: improving the research visibility and impact	
12	30 November 2016	2.00 – 4.30 p.m.	Kudos: promote your published research reach and impact	
13	7 December 2016	2.00 – 4.30 p.m.	Journal selection procedure: select the best journal to ensure the highest citation	
14	14 December 2016	2.00 – 4.30 p.m.	Establish your expertise with a science blog	
15	21 December 2016	9.00 – 11.30 a.m.	Promote your research work on LinkedIn	
16	4 January 2017	9.00 – 11.30 a.m.	Make your data discoverable on a data repository	
17	11 January 2017	9.00 – 11.30 a.m.	Microblogging for enhancing the research accessibility	
	111 3011001 (2017			
18	18 January 2017	9.00 – 11.30 a.m.	Make an audio slides for your research	
		T T		
18	18 January 2017	9.00 – 11.30 a.m.	Make an audio slides for your research Academic social networking (ResearchGate & Academia) and the re-	
18	18 January 2017 25 January 2017	9.00 – 11.30 a.m. 2.00 – 4.30 p.m.	Make an audio slides for your research Academic social networking (ResearchGate & Academia) and the research impact	
18 19 20	18 January 2017 25 January 2017 15 February 2017	9.00 – 11.30 a.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m.	Make an audio slides for your research Academic social networking (ResearchGate & Academia) and the research impact Publish online magazine to promote publications and research findings	
18 19 20 21	18 January 2017 25 January 2017 15 February 2017 22 February 2017	9.00 – 11.30 a.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m.	Make an audio slides for your research Academic social networking (ResearchGate & Academia) and the research impact Publish online magazine to promote publications and research findings Enhance research visibility by tracking citations	
18 19 20 21 22	18 January 2017 25 January 2017 15 February 2017 22 February 2017 1 March 2017	9.00 – 11.30 a.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m. 2.00 – 4.30 p.m.	Make an audio slides for your research Academic social networking (ResearchGate & Academia) and the research impact Publish online magazine to promote publications and research findings Enhance research visibility by tracking citations "Document publishing tools" for research visibility improvement	

LITERATURE REVIEW: FROM SEARCH TO PUBLICATION - February 2017







Effective Strategies for Increasing Citation Frequency

Journal Reputation and Impact: publishing a paper in a journal based on disciplinary reputatation or with a high impact factor is the most well known way of getting your paper cited. But there are many other things a scholar can do to promote his or her work and make it easy for others to find.

Utilize Open Access Tools: Open Access journals tend to be cited more than non open access. Deposit your paper in a repository such as Scholars Archive here on campus or a disciplinary repository. Share your detailed research data in a repository.

Standarize Identifying Info: try to use the same name throughout your career as well as the name of your affiliated insitution. Using common "official" names will allow for consistency and easy retrieval of your work by author or affiliation.

Bring Colleagues on Board: team-authored articles are cited more frequently, as does publishing with international authors. Working cross-or inter-disciplinarily helps as well.

Beef Up That Paper: use more references, publish a longer paper. Also papers which are published elsewhere after having been rejected are cited more frequently.

Beyond Peer-Reviewed Original Research: Write a review paper. Present a working paper. Write and disseminate web-based tutorials on your topic.

Search Optimization: use keywords in the abstract and assign them to the manuscript. Use descriptive titles that utilize the obvious terms searchers would use to look for your topic, avoiding questions in the title. Select a journal that is indexed in the key library databases for your field.

Market Yourself: create a key phrase that describes your research career and use it. Update your professional web page and publication lists frequently. Link to your latest and greatest article in your professional email signature file.

Utlize Social Media: Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

From: Ebrahim, N.A., et al. (2013). Effective strategies for increasing citation frequency. International Education Studies, 6(11), 93-99. doi:10.5539/ies.v6n11p93

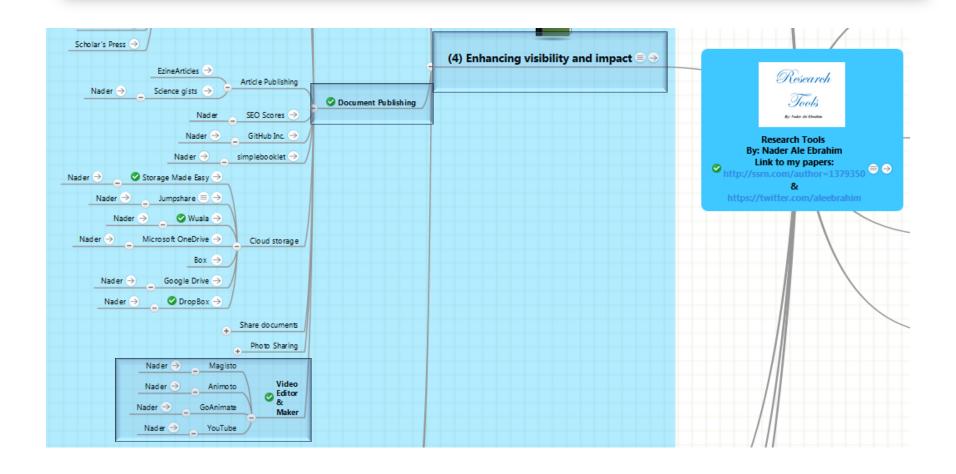
Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015

2010), 0011110010010	SEPTEMBER 10 th		2010.
AUTHOR NAME	(2015) PROFILE	(2015) PROFILE	MISMATCH
IVAIVIE	VIEWS	VIEW	(%)
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress,. doi:10.13140/RG.2.1.4814.4402

Research Tools -> (4) Research Tools -> Document Publishing -> Video Editor & Maker



Overload of information

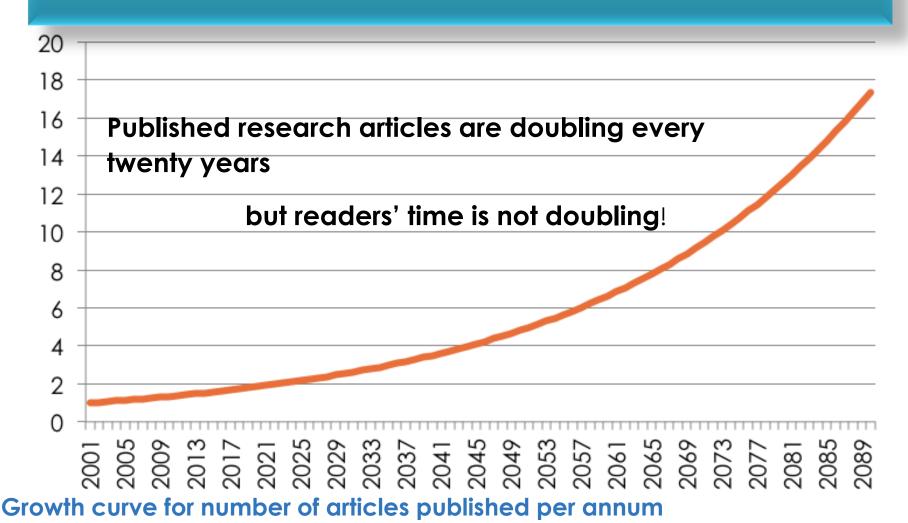
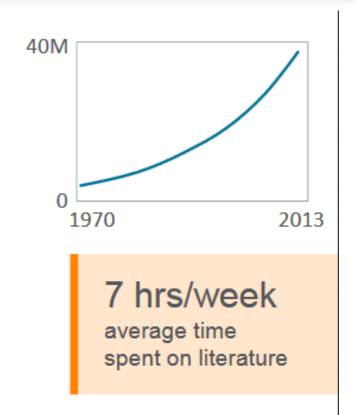


Chart based on 3.26% pa growth in article numbers, the lower limit proposed by Mabe and Amin in "Growth dynamics of scholarly and scientific journals". *Scientometrics*, 51:1 (2001) 147–162

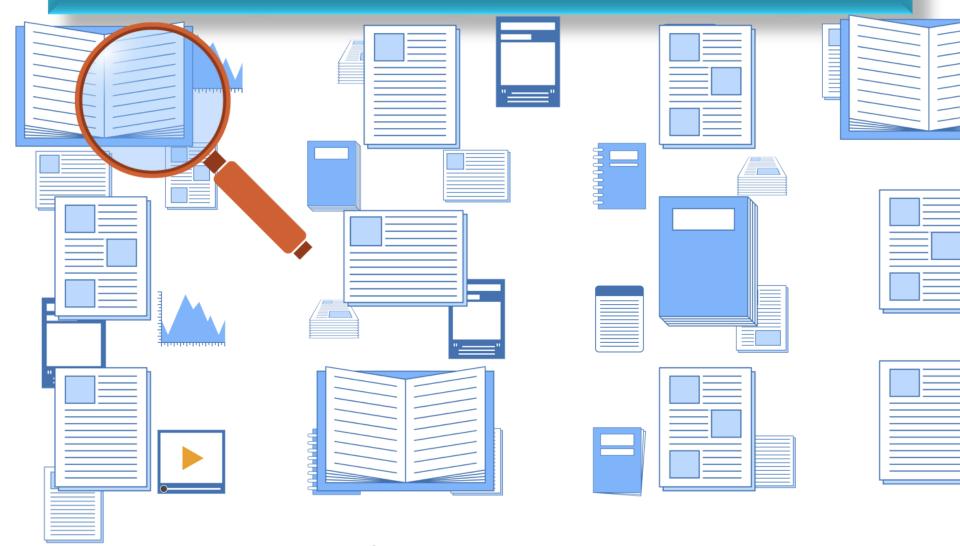
You want to make sure your research gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it's a real challenge to keep up with the literature
- How can you make sure your research doesn't fall through the cracks?



Source: http://www.sneb.org/documents/SNEB%20webinar.pdf

Impact requires visibility



Numbers are GREAT

199,913,959 HTML pageviews

49,450,006 PDF downloads

24.7%

100%

but what's the impact of the research?

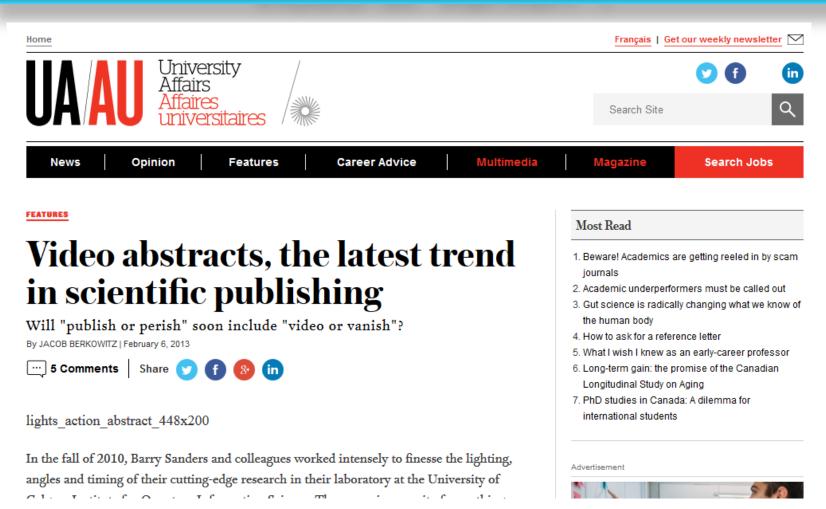
Article-Level Metrics for 80,602 PLOS papers published until May 20, 2013.

481,771 CrossRef citations

0.2%

Source: Finding Insights in ALMS for Research Evaluation. Posted on November 20, 2013 by PLoS Admin

Will "publish or perish" soon include "video or vanish"?



Source: http://www.universityaffairs.ca/features/feature-article/video-abstracts-the-latest-trend-in-scientific-publishing/

AudioSlides: sharing your research story for greater impact





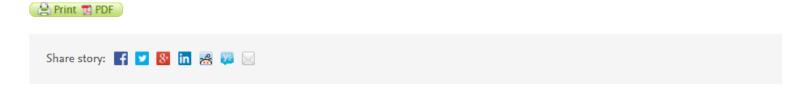
Elsevier > Elsevier Connect > Authors Update > AudioSlides: sharing your research story for greater impact

Tutorials & Resources

AudioSlides: sharing your research story for greater impact

Tips and tricks for getting the most out of this top content innovation

By Hylke Koers, Pilar Cos Alvarez and Kitty van Hensbergen Posted on 15 October 2015



AudioSlides are a great way to give readers your own perspective on the research you have done.

To help you tell the story of your research, share its rele-





Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact

What is AudioSlides?

- AudioSlides is short, webcaststyle presentations that let authors present their research in their own words.
- More than 75% of Elsevier's journals close to 1500 titles – support AudioSlides.

Will AudioSlides increase my article downloads?

 There is a correlation between AudioSlides and article usage, with articles that have accompanying AudioSlides presentations being read more. While it's difficult to show the direct effect of the AudioSlides on usage, articles with AudioSlides typically have substantially more downloads and views than similar articles without AudioSlides – as many as 50% more! We observed that this increase in usage is particularly strong when authors actively use their AudioSlides presentations to promote their work on other websites or social media. The effort can really pay off!

Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact

Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry



Source: http://www.sciencedirect.com/science/article/pii/S0003347213004247



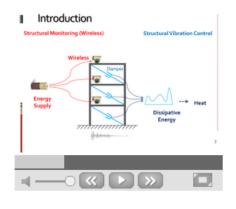
AudioSlides Gallery

ELSEVIER

Q SEARCH

Elsevier > Books and Journals > Content Innovation > AudioSlides > AudioSlides Gallery

AudioSlides Gallery



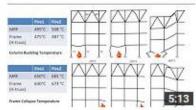
Top Engineering authors competed to create the best AudioSlides presentation in their field in a competition held in 2013. The winner of the Engineering AudioSlides Competition was selected by a number of our journal editors from the top 3 'most-viewed' presentations. Above is the presentation for "Linear electromagnetic devices for vibration damping and energy harvesting: Modeling and testing " created by Songye Zhu, Wen-ai Shen, You-lin Xu. The AudioSlides presentations from this competition are all hosted on a dedicated YouTube channel "

Source: https://www.elsevier.com/books-and-journals/enrichments/audioslides/audioslides-gallery

Elsevier's Engineering AudioSlides Challenge



Elsevier's Engineering AudioSlides Challenge uploaded a video 2 years ago



The collapse behaviour of braced steel frames exposed to fire

by Elsevier's Engineering AudioSlides Challenge

2 years ago • 1,582 views

Full article available on ScienceDirect: http://www.sciencedirect.com/science/article/pii/S0143974...



Elsevier's Engineering AudioSlides Challenge uploaded a video 2 years ago



Generalized Cauchy type problems for nonlinear fractional differential equations with...

by Elsevier's Engineering AudioSlides Challenge

2 years ago • 654 views

Full article available on ScienceDirect: http://www.sciencedirect.com/science/article /pii/S0362546...



Elsevier's Engineering AudioSlides Challenge uploaded a video 2 years ago

ineureucai resuits

By using concepts of continuum mechanics we first disclose conditions necessary for a robot with a lower limited turning radius and travelling at a given speed to be capable of border patrolling at the specified distance.

Under slight and partly unavoidable enhancement of these necessary conditions, we show that the proposed navigation law has full ability to cope with the problem; it asymptotically drives the robot at the desired distance $(a(r) \rightarrow a_r$, $d(r) \rightarrow asc r \rightarrow o)$ and respects the safety margin $(a(r) \rightarrow a_{rr}$, $d(r) \rightarrow asc r \rightarrow o)$ and respects the properly tuning of the controller parameters are

Real-time navigation of mobile robots in problems of border patrolling and avoiding collisions...

by Elsevier's Engineering AudioSlides Challenge

2 years ago * 230 views

Full article available on ScienceDirect: http://www.sciencedirect.com/science/article/pii/S0921889...

Elsevier top tips:

• Use our new template deck to guide your content



- Make the importance and relevance of your work clear right away, by putting it in context
- Tell your story using simple language: this could help researchers from other disciplines understand your article
- Break your story down into sections: summarize the findings, then talk about background, methods, results, conclusions and future work
- AudioSlides presentations can be up to 5 minutes long, so keep it short and simple
- Prepare your slides in advance, and practice before you start
- Check your AudioSlides presentation before publishing there's no going back!
- Upload the presentation to YouTube and share the link across social media
- Watch your article's downloads clock up!

Getting started

- Follow the instructions in your email invitation to access the system
- You have maximum five minutes
- 4-12 slides is best
- The median number of slides people use is 9
- Remember, the viewing pane may be small; use images, not tables full of data

Video and Audio Posts

Another very effective tool for expanding your online brand is to create an audio or video broadcast on current topics in your subject area. These can be easily created with a well-equipped laptop computer and then posted to sites such as YouTube or iTunes for simple and free dissemination. Because these are a different media than text entries, they will typically show up separately in Search results providing yet another avenue for discovery.

Some suggestions to get started:

Using a webcam equipped laptop, create a 2-minute video discussing your most recent research or commenting on current topics in your field.

Post the video to YouTube and be sure to include as many relevant keywords as possible in your description. These will be found and returned in Search results.

Post links to your video -- or even better, embed the video itself in your personal website, blog and Facebook page using the simple tool that YouTube provides.

Tweet the link to your new video.

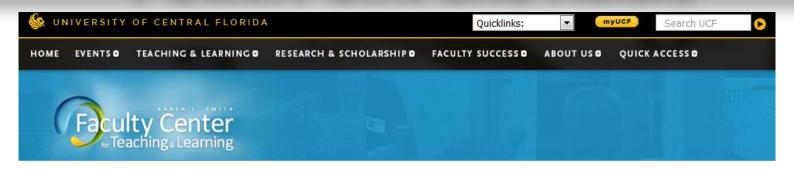
Record an audio podcast discussing your research or other current topics

Post your podcast to iTunes

Post links to your podcast in your personal website, blog and facebook page.

Tweet the link to your new podcast.

Recording a Lecture Using PowerPoint and Audio



Home → Teaching and Learning Resources → Technology →

Recording a Lecture Using PowerPoint and Audio

Introduction

Instructors can record audio simultaneously while giving a PowerPoint-based presentation using its own built-in audio recorder. PowerPoint can record audio and slide timings while a lecture is in a slideshow, and can save this information in the presentation. Instructors can then deliver them to students via Webcourses or another website.

Recording Audio with PowerPoint

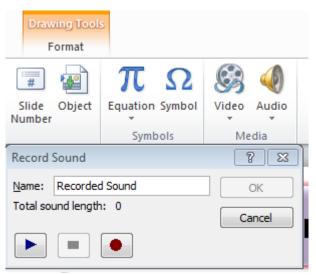
- > Connect the microphone to the computer.
- > Open desired presentation.
- Click on 'Slideshow > Record Narration' to start the recording. Please note that you should not go backwards in slide progression during the recording.
- Make sure the box next to "Link narrations to audio" does not have a check by it. PowerPoint will store the audio within the presentation itself, and will not make separate audio files.
- > Click on 'Set Microphone Levels'. Speak into the microphone as you would use it normally, and the program will automatically

Record a slide show with narration, ink, and slide timings

- 1. When you record a narration, you run through the presentation and record each slide. You can pause and resume recording any time.
- 2. Ensure your microphone is set up and in working order prior to recording your slide show.
- 3. On the Slide Show tab, in the Set Up group, click Record Slide Show.
- 4. Select one of the following:
 - Start Recording from Beginning
 - Start Recording from Current Slide
- 5. In the **Record Slide Show** dialog box, select the **Narrations and laser pointer** check box, and if appropriate, select or deselect the **Slide and animation timings** check box.
- 6. Click Start Recording.
- 7. **Tip:** To pause the narration, in the **Recording** shortcut menu, click **Pause**. And to resume your narration, click **Resume Recording**.
- 8. To end your slide show recording, right click the slide, and then click **End Show**.
- 9. The recorded slide show timings are automatically saved and the slide show appears in Slide Sorter view with timings beneath each slide.

Add audio to your presentation

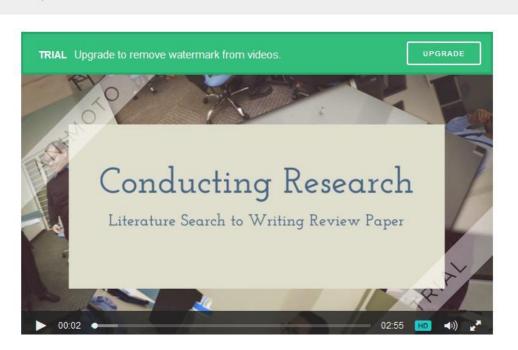
 You can add audio, such as music or narration to your PowerPoint presentation.
 To record and hear any audio, your computer must be equipped with a sound card, microphone, and speakers.



Animoto to Create Video Compilations

Conducting Research: Literature Search to Writing Review Paper

December 20, 2016



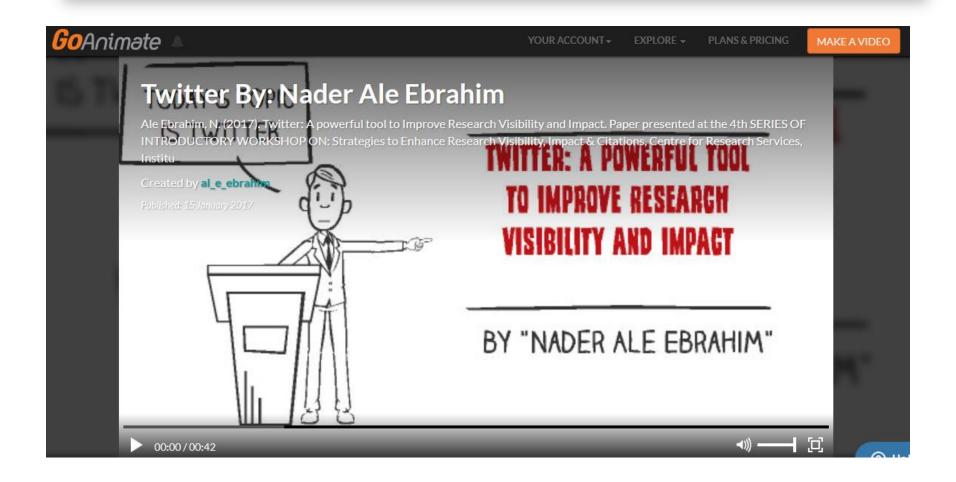
BY

Nader Ale Ebrahim

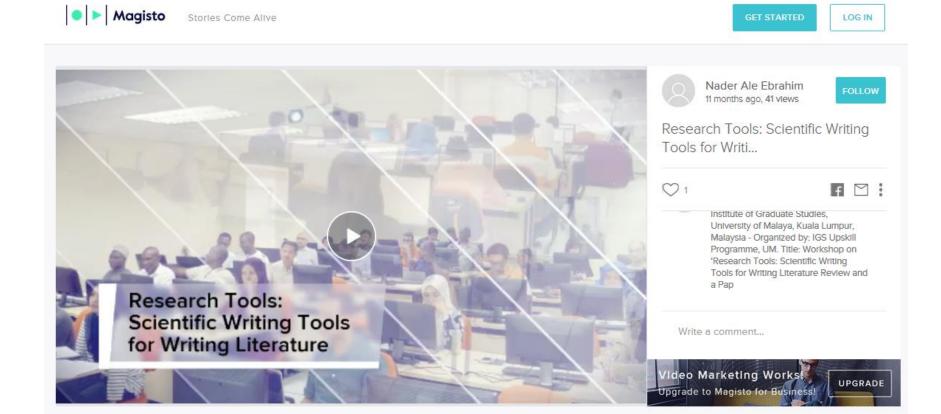
ABOUT

295 Venue: Computer lab, Level 2, Institute of Research Management & Monitoring (IPPP), University of Malaya, Kuala Lumpur, Malaysia - Organized by: Centre for Research Services, IPPP, UM Title: Two day workshop on "Conducting Research: Literature Search to Writing Review Paper", Part 1:Systematic Review and Part 2:Finding proper articles, Part 3: Writing Literature Review and Part 4: Paper submission & dissemination Date: Monday 19th & Tuesday 20th December 2016 Time:

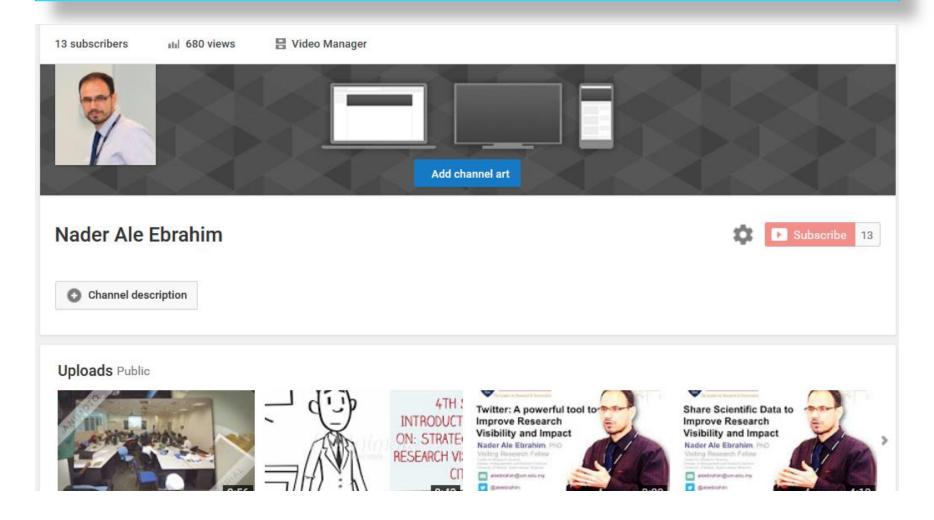
GoAnimate for Video Presentations



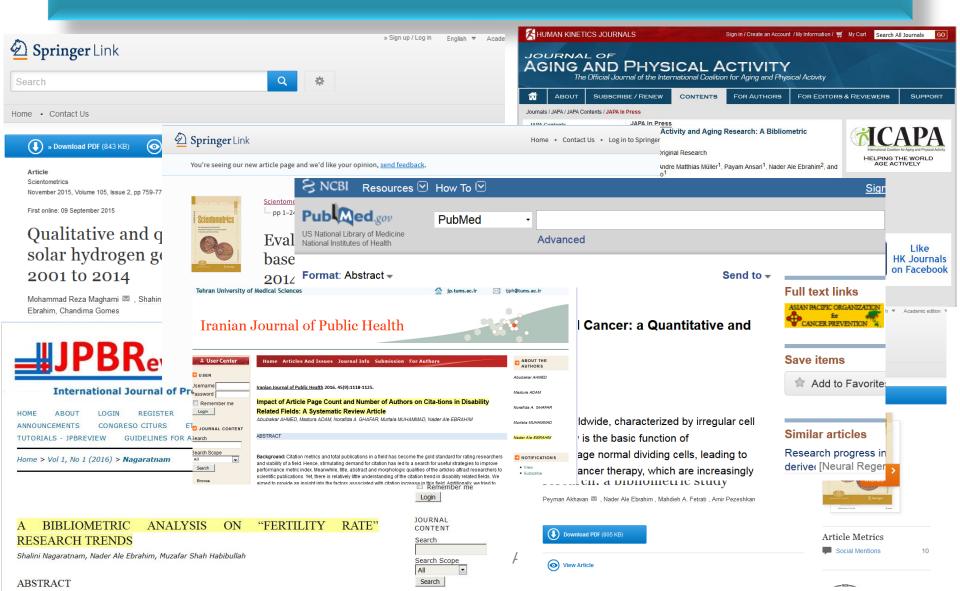
Magisto



YouTube



My recent publications





CENTRE FOR RESEARCH SERVICES RESEARCH MANAGEMENT & INNOVATION COMPLEX (IPPP)

UNIVERSITY OF MALAYA

Questions?

E-mail: aleebrahim@um.edu.my



Twitter: @aleebrahim



www.researcherid.com/rid/C-2414-2009

http://scholar.google.com/citations

Nader Ale Ebrahim, PhD

Centre for Research Services
Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations



References

- 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
- Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress,. doi:10.13140/RG.2.1.4814.4402
- 3. Mabe and Amin, Growth dynamics of scholarly and scientific journals". Scientometrics, 51:1 (2001) 147–162
- 4. Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
- Finding Insights in ALMS for Research Evaluation. Posted on November 20, 2013 by PLoS Ad

My recent publications:

- 1. Akhavan, P., Ale Ebrahim, N., Fetrati, M. A., & Pezeshkan, A. (2016). Major trends in knowledge management research: a bibliometric study. Scientometrics 1-16. doi:10.1007/s11192-016-1938-x
- 2. Nagaratnam, S., Ale Ebrahim, N., & Habibullah, M. S. (2016). A Bibliometric Analysis on "Fertility Rate" Research Trends. International Journal of Professional Business Review, 1(1), 1-14. doi:10.5281/zenodo.58318
- 3. Shakiba, M., Ale Ebrahim, N., Danaee, M., Bakhtiyari, K., & Sundararajan, E. (2016). A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012. Revista de Gestão e Secretariado, 6(3), 152-174. doi:10.7769/qesec.v6i3.486
- 4. Müller, A. M., Ansari, P., Ale Ebrahim, N., & Khoo, S. (2015). Physical Activity and Aging Research: A Bibliometric Analysis. Journal Of Aging And Physical Activity In Press. doi:10.1123/japa.2015-0188
- 5. Maghami, M., Navabi Asl, S., Rezadad, M. i., Ale Ebrahim, N., & Gomes, C. (2015). Qualitative and Quantitative Analysis of Solar hydrogen Generation Literature From 2001 to 2014. Scientometrics 105(2), 759-771.: http://dx.doi.org/10.1007/s11192-015-1730-3
- Shakiba, M., Zavvari, A., Ale Ebrahim, N., & Singh, M. J. (2016). Evaluating the academic trend of RFID technology based on SCI and SSCI publications from 2001 to 2014. Scientometrics First Online: 08 August 2016, 1-24. http://dx.doi.org/10.1007/s11192-016-2095-y
- 7. Farghadani, R., Haerian, B. S., Ale Ebrahim, N., & Muniandy, S. (2016). 35Year Research History of Cytotoxicity and Cancer: a Quantitative and Qualitative Analysis. Asian Pac J Cancer Prev, 17(7), 3139-3145. doi:10.14456/apicp.2016.66
- 8. AHMED, A., Mastura, A., GHAFAR, N. A., MUHAMMAD, M., & ALE EBRAHIM, N. (2016). Impact of Article Page Count and Number of Authors on Citations in Disability Related Fields: A Systematic Review Article. Iranian Journal of Public Health, 45(9), 1118-1125. https://dx.doi.org/10.6084/m9.figshare.3979656.v1

My recent presentations:

- Ale Ebrahim, N. (2017). Twitter: A powerful tool to Improve Research Visibility and Impact. Paper presented at the 4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations, Centre for Research Services, Institute of Research Management and Services (IPPP)", University of Malaya. https://dx.doi.org/10.6084/m9.figshare.4538783.v1
- Ale Ebrahim, N. (2017). Share Scientific Data to Improve Research Visibility and Impact. Paper presented at the 4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations, Centre for Research Services, Institute of Research Management and Services (IPPP)", University of Malaya. https://dx.doi.org/10.6084/m9.figshare.4515776.v1
- 3. Ale Ebrahim, N. (2017). An Introduction and Applications of DOI. Paper presented at the 4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations, Centre for Research Services, Institute of Research Management and Services (IPPP)", University of Malaya. https://dx.doi.org/10.6084/m9.figshare.4509044.v1
- 4. Ale Ebrahim, N. (2016). Conducting Research: Literature Search to Writing Review Paper, Part 4: Paper submission & dissemination Paper presented at the Effective Use of Research & Publication Tools and Resources, Centre for Research Services, Institute of Research Management and Services (IPPP)", University of Malaya. https://dx.doi.org/10.6084/m9.figshare.4469333.v1
- 5. Ale Ebrahim, N. (2016). Conducting Research: Literature Search to Writing Review Paper, Part 3: Writing Literature Review Paper presented at the Effective Use of Research & Publication Tools and Resources, Centre for Research Services, Institute of Research Management and Services (IPPP)", University of Malaya. https://dx.doi.org/10.6084/m9.figshare.4469114.v1