

الله الرحمن الرحيم



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Microblogging for Enhancing the Research Accessibility

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



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



27th April 2016

All of my presentations are available online at:

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

Link to this presentation: <https://dx.doi.org/10.6084/m9.figshare.3185218.v1>

3rd SERIES OF INTRODUCTORY WORKSHOP ON:
***Strategies to Enhance Research
Visibility, Impact & Citations***

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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: There are statistically significant associations between higher citations for articles and the use of various social networking sites such as Twitter, Facebook, blogs and forums. Twitter is a microblogging tool and social media site created in 2006 that gives you a chance to share quick thoughts using not more than 140 characters in a post. It's a great way to share your current research, publications and links to achieve maximum publicity. Twitter assist you to stay current with the literature and new developments in your field of interest. Proper tools allow the researchers to increase the research impact and citations. This presentation will provide various techniques on how microblogging improving your research impact and visibility.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Twitter, Research visibility



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Effective Strategies for Increasing Citation Frequency

Journal Reputation and Impact: publishing a paper in a journal based on disciplinary reputation 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.

Standardize Identifying Info: try to use the same name throughout your career as well as the name of your affiliated institution. 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.

Utilize 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.

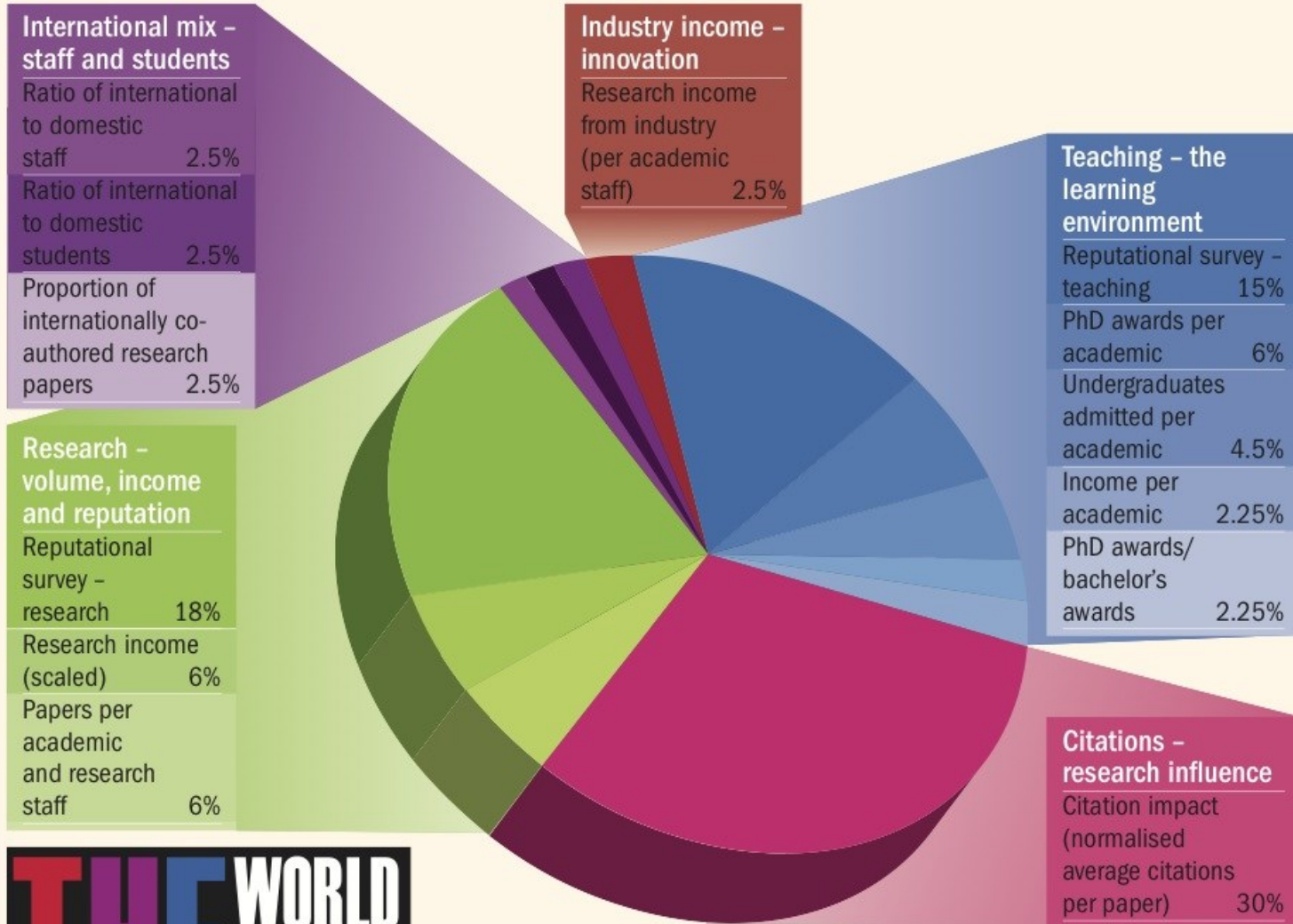
AUTHOR NAME	SEPTEMBER 10 th	NOVEMBER 9 th	MISMATCH (%)
	(2015) PROFILE VIEWS	(2015) PROFILE VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	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

Why citation is important?

- **In the Times Higher Education World University Rankings system Citations — research influence (worth 3 per cent).**
- Citations are widely recognised as a strong indicator of the significance and relevance — that is, the impact — of a piece of research.
- However, citation data must be used with care as citation rates can vary between subjects and time periods.
- For example, papers in the life sciences tend to be cited more frequently than those published in the social sciences.
- The rankings this year use normalised citation impact, where the citations to each paper are compared with the average number of citations received by all papers published in the same field and year. So a paper with a relative citation impact of 2.0 is cited twice as frequently as the average for similar papers.
- **The data were extracted from the Thomson Reuters resource known as Web of Science, the largest and most comprehensive database of research citations available.**
- Its authoritative and multidisciplinary content covers more than 11,600 of the highest-impact journals worldwide. The benchmarking exercise is carried out on an exact level across 251 subject areas for each year in the period 2004 to 2008.
- For institutions that produce few papers, the relative citation impact may be significantly influenced by one or two highly cited papers and therefore it does not accurately reflect their typical performance. **However, institutions publishing fewer than 50 papers a year have been excluded from the rankings.**
- There are occasions where a groundbreaking academic paper is so influential as to drive the citation counts to extreme levels — receiving thousands of citations. An institution that contributes to one of these papers will receive a significant and noticeable boost to its citation impact, and this reflects such institutions' contribution to globally significant research projects.
- Source: <http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html>

WEIGHTING SCHEME FOR RANKINGS SCORES

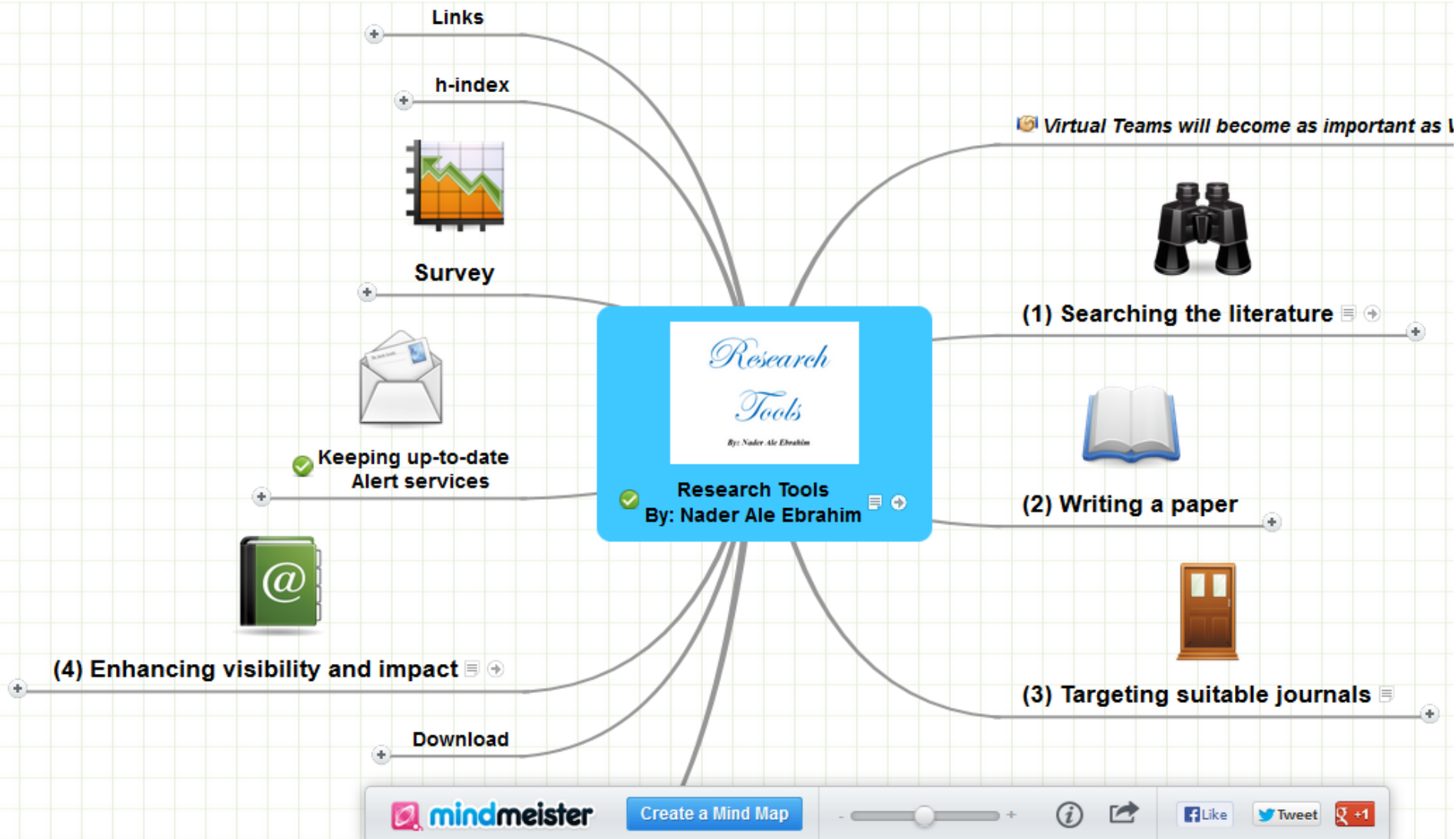


For the latest World University Rankings news, debate and social networking, see www.timeshighereducation.co.uk/world-university-rankings/

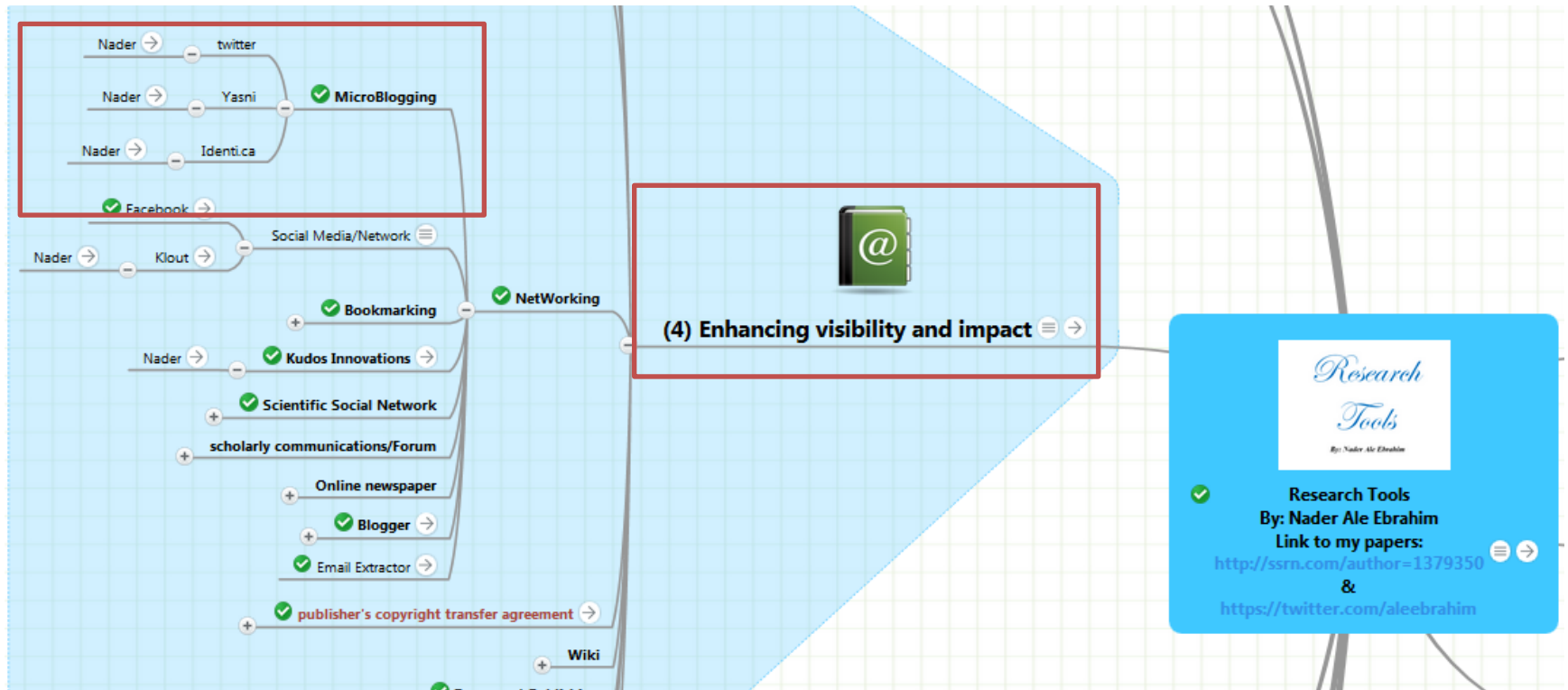
How do we improve citations?

- Attempt to publish in top journals
- Don't take the comfortable option of submitting articles *first* to middle ranking journals
- Be prepared to face rejection
- **Achieve maximum publicity for your research**
- Ensure that the correct address is used.

Research Tools Mind Map



Research Tools -> (4) Research Tools -> Networking -> Microblogging





lar@ VPS @iaravps · Mar 12

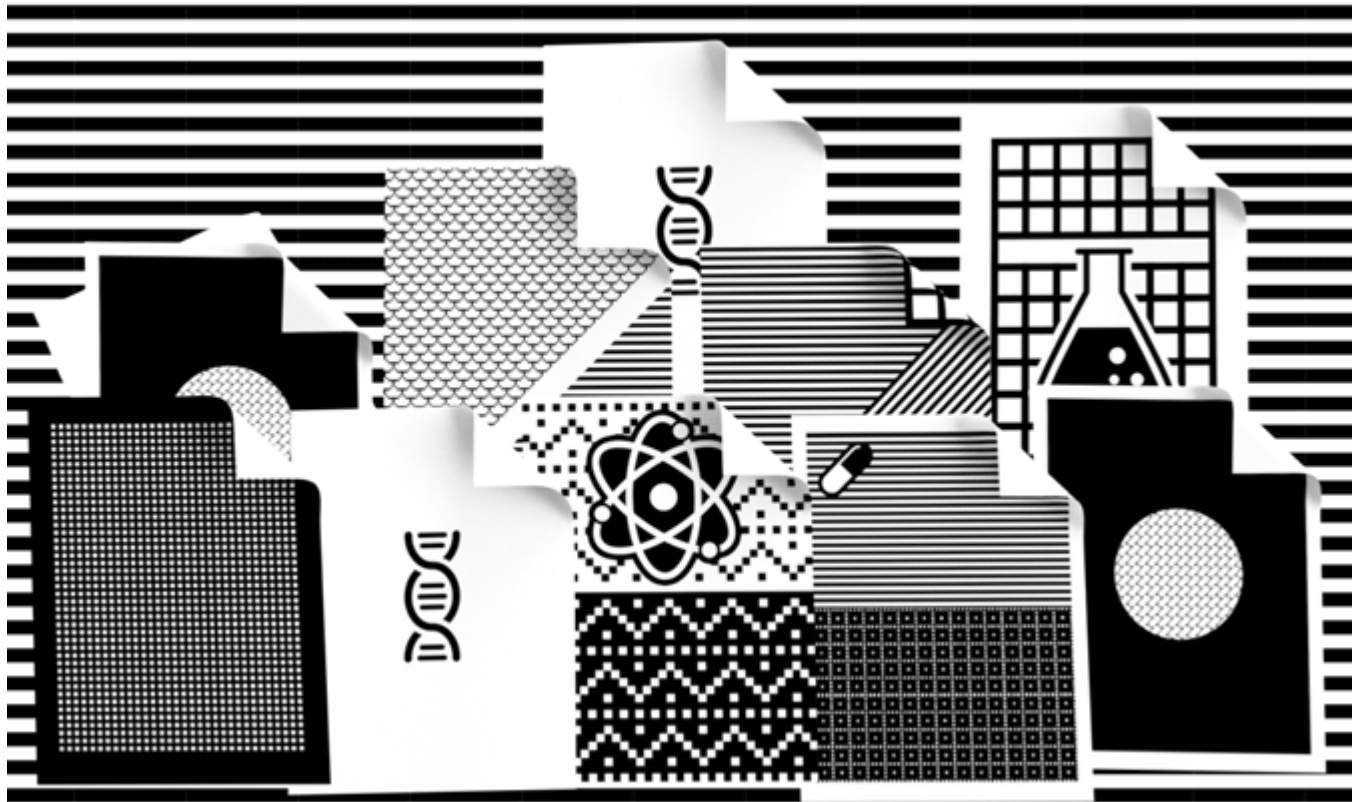
@skonkiel You can even cite what you didn't read, but you can't cite what you don't know exists :)



1



1



Picture credit to: [Scott Gelber](#)

Source: http://www.nytimes.com/2016/03/13/opinion/sunday/should-all-research-papers-be-free.html?_r=0

The Value and how-tos of Blogging and Microblogging for disseminating your research

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

Increased visibility online helps your offline recognition. Readers of your blog and microblogs learn more about who you are as a person, and as a researcher and professional. As a result, you may even be offered new academic and professional opportunities, including offers to give presentations or speeches and invitations to contribute blog posts or articles to various online or offline publications.

In short, blogging and microblogging greatly supplement the offline methods of research dissemination and networking. They are critical online methods for communicating and engaging with a massive global network of researchers and peers.

Source: http://www.elsevier.com/_data/assets/pdf_file/0015/145050/ECR_Blogging_210912.pdf

To grow an audience, you need to share and engage with your readers regularly.

The ideal is to blog once a week.


Tweet on and off throughout the day about what you are reading, etc.

Many people 'live-tweet' conferences, sending quotes from the current speakers and up-to-the-minute action, using the conference 'hashtag'.

Antony John Williams

about.me Enter an interest, place, organization, or name Discover Claim your name! Log In

👍 + ➔ Email Me



My passion is connecting people to chemistry and I am known as the ChemConnector in the social network. I have almost a decade of experience of analytical laboratory leadership and management. I am a prolific author with over a hundred and fifty scientific publications, book chapters and books, and hundreds of public presentations. I am one of the original founders of the ChemSpider database and am now the VP Strategic Development for the Royal Society of Chemistry

📍 Wake Forest, North Carolina
Contact Info ▾


📅 Royal Society of Chemistry

🎓 BSc Hons Chemistry (Liverpool), PhD (London, UK)

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- 📖 ResearchGate Page
- 📖 Wikipedia
- 📖 My Collections
- 📖 My Mendeley



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>

Microblogging

Microblogging is the shorter form of blogging. The most popular microblogging site is Twitter. This form of social information sharing is also a brief and effective way to announce research and publications, as well as to attract attention to your website and blog. You can attach documents, images or videos to your microblogging posts.

Get started:

- ▶ Sign up for free with one of the popular microblogging tools, such as: *Twitter* or *Tumblr*. All you need is a username and password.

Twitter

Twitter gives you a chance to share quick thoughts, statements and announcements with followers, using no more than 140 characters. It is a great way to quickly share your current research, publications, opinions, questions, and links to new blog posts. You can follow other researchers and thereby increase your own following. Source: http://www.elsevier.com/_data/assets/pdf_file/0015/145050/ECR_Blogging_210912.

Microblogging

Nader Ale Ebrahim
@aleebrahim

Nader Ale Ebrahim PhD in Technology Management, Virtual R&D Teams expert and founder of "Research Tools" Box.
mindmeister.com/39583892/resea... papers.ssrn.com/sol3/cf_dev/Ab
...
Malaysia · aleebrahim.com

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Visitors
7890 since 01.08.2010

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People Name Forename

Person-Info

 **Nader Ale Ebrahim**, 49, Technology Management @ University of Malaya (UM), Malaysia

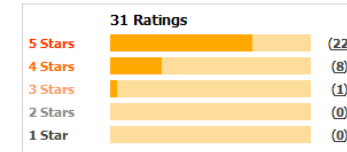
[Add your personal slogan!](#)

Homepage: aleebrahim.com

Country: Iran, Islamic Republic of, **Language:** English

I offer: Main research interests: - Virtual teams - Virtual R&D teams - Collaborative Systems - e-Collaboration - Collaborative system - R&D Management - SMEs - Stage-Gate - Conceptual Model of Virtual Product Development - New product development - Concurrent engineering

My rating
★★★★★ (31)



[Link/Domain for my Exposé](#)
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[Invitation status of contacts](#)

37 Images of Nader Ale

1 - 9 from 37



Contacts of Nader Ale (39)

All Confirm (9) Unconfirmed (1) Business [...]

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Allison Hermann, PhD

@illuminermobile



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Research Tools Box

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.

*Research
Tools*

By: Nader Ale Ebrahim

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10:17 PM - 10 Dec 13

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Eva Rimbau-Gilabert

@erimbau



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@alebrahim Thank you for the follow! I've read your work about virtual teams, & am researching on the topic. Best wishes

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9:39 PM - 23 Dec 13

Reply to @erimbau



Nader Ale Ebrahim @alebrahim

9s
















@erimbau Thanks for your kind feed back. You may find more article about "Virtual Teams" on papers.ssrn.com/sol3/cf_dev/Ab...

Details

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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

list of the January 2016 Top 100 Technology Experts to Follow on Twitter



#33) **@FouadAkkad** - Fouad Akkad (Down from #25)



#34) **@AskDyson** - Ask Dyson (Down from #30)



#35) **@AlexanderSQL** - Alexander Haggstrom (Up from #37)



#36) **@AngryAnt** - Emil Johansen (Up from #56)



#38) **@DonPeperony** - Don P.P. (Down from #33)





















#39) **@elearningpros** - Unlimited (Down from #36)


















#40) **@perttutolvanen** - Perttu Tolvanen (Down from #39)

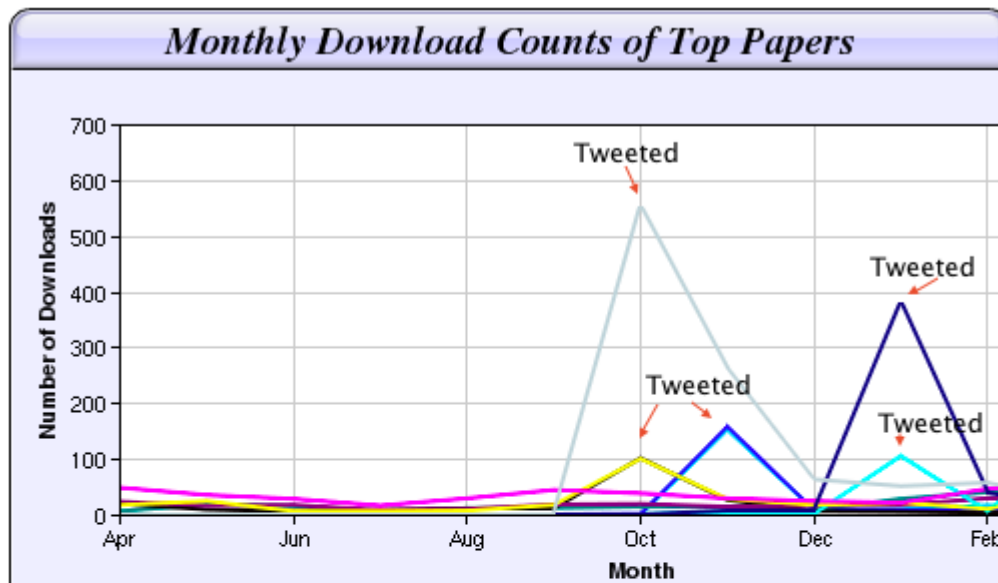
February 2016 Top 100 Technology Experts to Follow on Twitter

		#24) @elearningpros - Unlimited (Up from #39)
		#25) @bbvaOpenMind - OpenMind (Down from #20)
		#26) @Danny_Lounge - Danny (Up from #28)
		#27) @WhichTech - Which Technology (Up from #31)
		#28) @FouadAkkad - Fouad Akkad (Up from #33)
		#29) @AskDyson - Ask Dyson (Up from #34)
		#30) @ChikaUwazie - Chika Uwazie
		#31) @aleebrahim - Nader Ale Ebrahim (Up from #37)
		#32) @alessandrolerro - Alessandro M. Lerro (Up from #57)

March 2016 Top 100 Technology Experts to Follow on Twitter

		#22) @computerworlduk - Computerworld UK (#22 last month)
		#23) @Tesseract257 - Tesseract257 (Down from #21)
		#24) @FouadAkkad - Fouad Akkad (Up from #28)
		#25) @elearningpros - Unlimited (Down from #24)
		#26) @bbvaOpenMind - OpenMind (Down from #25)
		#27) @SteveKuzj - Steve Kuzj (Up from #33)
		#28) @AskDyson - Ask Dyson (Up from #29)
		#29) @aleebrahim - Nader Ale Ebrahim (Up from #31)

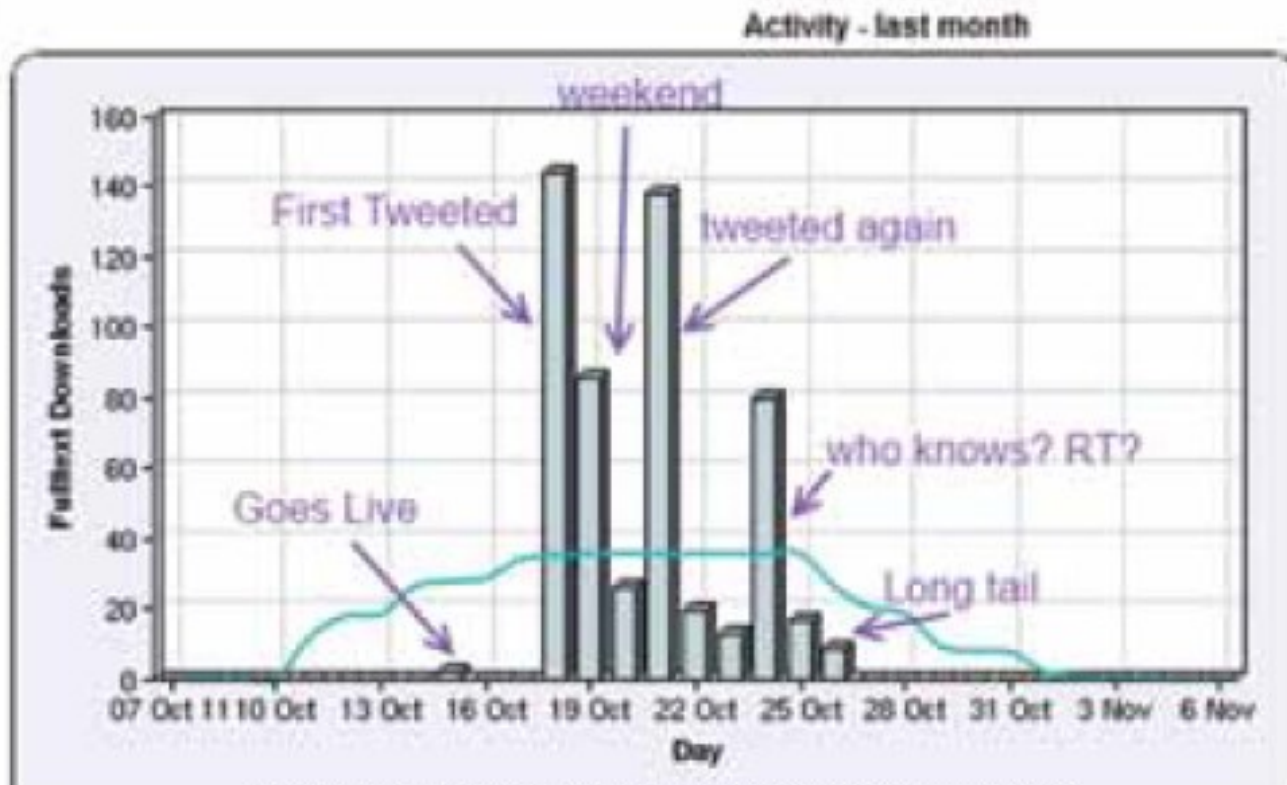
Why should you share links to your published work online?



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



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

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

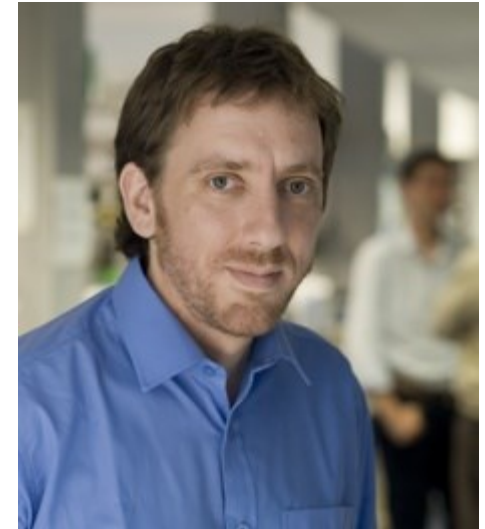
Where F is the number of twitter followers and C is the number of citations.

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](#)



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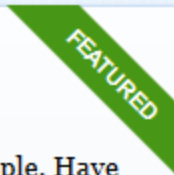
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



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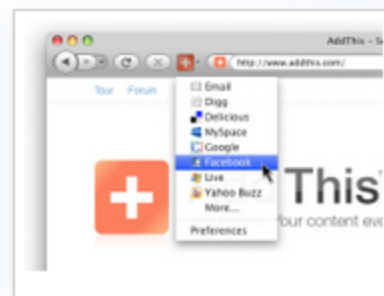
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Article
 Scientometrics
 November 2015, Volume 105, Issue 2, pp 759-771

First online: 09 September 2015

Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014

Mohammad Reza Maghami, Shahin navabi asl, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes



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 AAT Back Issues

JAPA In Press
Physical Activity and Aging Research: A Bibliometric Analysis
 Section: Original Research
 Authors: Andre Matthias Müller¹, Payam Ansari¹, Nader Ale Ebrahim², and Selina Khoo¹
 Affiliations: ¹Sports Centre, University of Malaya, Kuala Lumpur, Malaysia. ²Research Support Unit, Centre for Research Services, University of Malaya, Kuala Lumpur, Malaysia.
 Acceptance Date: November 18, 2015
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Abstract
 Physical activity and aging research has burgeoned in the past few decades. Despite the increase in scholarly publications no attempts have been made to summarize the publication landscape and to identify works that had great impact to physical activity and aging research. We conducted a bibliometric analysis and collected publication data from 1980 to February 6, 2015 in the Web of Science Core Collection. Of the overall 9,935 publications most were published after 2007 and almost 60% were in the category of Geriatrics and Gerontology or Sport Sciences. *h*index cited

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