

Blogging/Microblogging for enhancing the research accessibility

اللَّهُمَّ اجْعَلْهُم
مِنْ الْمُتَّقِينَ

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



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



2nd December 2015

Blogging/Microblogging for enhancing the research accessibility

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

Read more: 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

Abstract

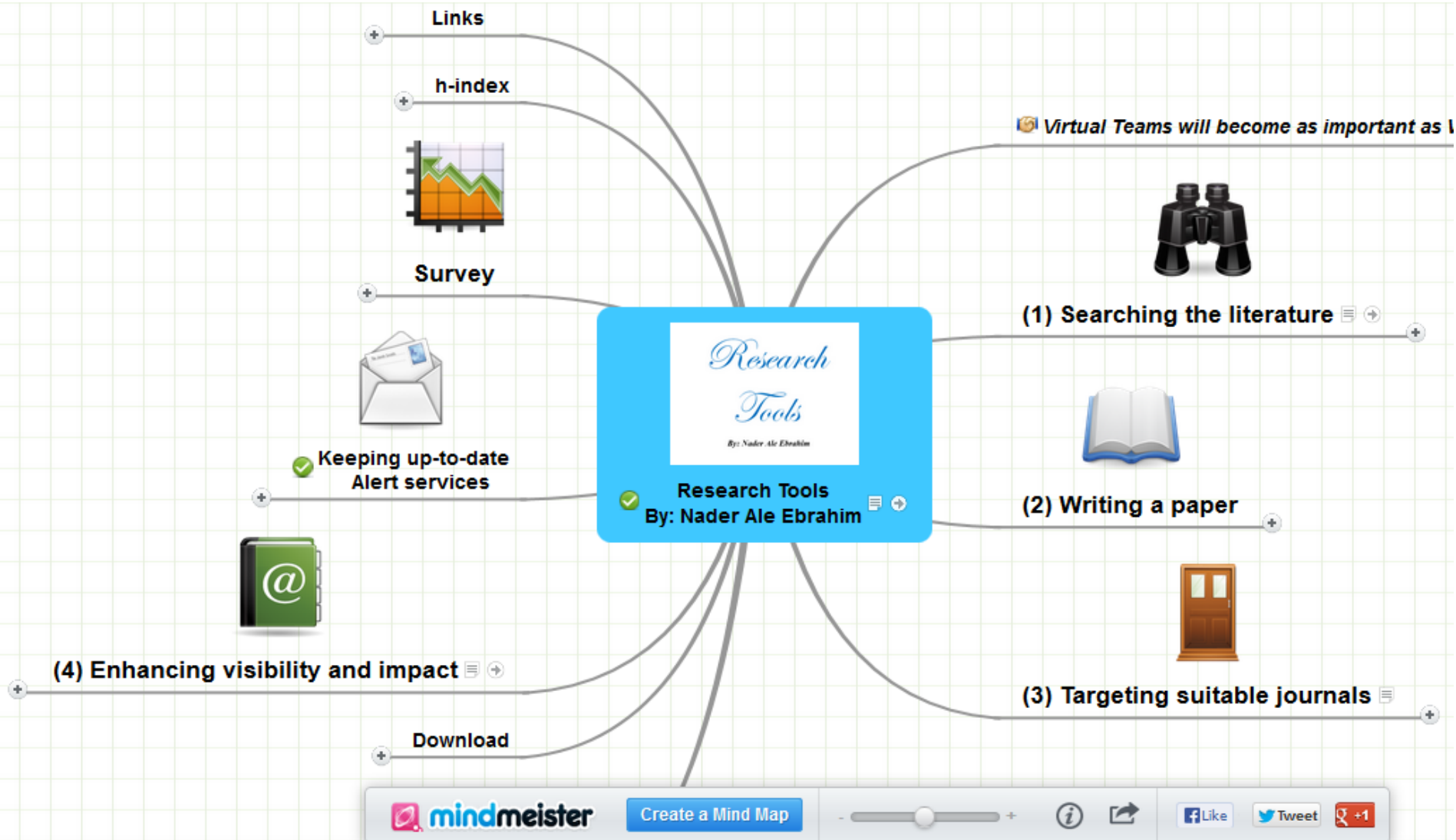
Abstract:

Scholarly blogs and Microblogs such as Twitter are increasingly attracting attention as new channels of science communication. Blogs and microblogging services like Twitter get your research seen by more non-academics than your peer reviewed papers will ever be. The importance of this is not to be dismissed. Blogs and microblogs are vital tools 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.

This presentation will provide guidelines on blogs and microblogs as tools for increasing the article visibility and citations. Increased visibility online helps your offline recognition.

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

Research Tools Mind Map



**Part 1: Start Blogging and Share
your Blog Post with Target
Researchers**

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.

Promote your publications

- **Use social media such as blogs, twitter and Facebook to highlight your research**
 - **Develop your online network**
 - **A distributed online identity**

Source: <http://www.slideshare.net/ucclibrarybibliometrics/citation-impact-introduction>

How much time does a conference take?

- **Step 1: Preparation - 33 hours**
 - *1.3. Writing a paper - 20 hours*
- **Step 2: The conference - 3 days**
 - *2.2. Networking - 3 days*

Source: <http://phdtalk.blogspot.nl/2011/03/how-much-time-does-conference-take.html>

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

Maximising the impact of academic research

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

THE IMPACT BLOG

Home Latest About Research Book Politics of Data Resources LSE Comment Popular

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

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/>

Blogging

Blogs are proven to be effective in disseminating your research. You can promote in-depth conversation via your blog. You build awareness about your research and publications by sharing information and responding to feedback from other researchers.

Create a blog and write regular blog updates to tell about your research undertakings and other related topics of interest to you. Provide links to your Elsevier and other journal articles and publications. Readers can follow and subscribe to your posts and leave comments.

Get started:

▶ Register with one of the several blogging platforms online and start designing your website. All you need is a username and password to register. Here are some of the most popular sites offering simple-to-use blogging platforms: *Blogger*, *WordPress*, *Weebly*, *Typepad* and *MovableType*. Many of the commonly used blogging platforms offer hosting, so you can easily choose the domain name within the blogging platform itself.

Blogging Basics:

- ✓ Choose a blogging platform from one of the many available.
- ✓ 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.

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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 your network.

Blogs

- [Wordpress](#)



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

- Choose a blogging platform from one of the many available.
- 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.
- Select a suitable theme for the purposes of your blog.
- Complete a brief profile in the available section from which new readers can learn a little about you and your research.
- Create a title for the blog which simply summarizes the main focus of your expected posts.
- 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.
- Invite friends and colleagues from your network to follow your blog.
- 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.
- Share links to blog posts in all of your social media outlets.
- Through tools offered in your blogging platform, you can analyze how many readers find your blog through tweets and other social media outlets.

Source: <https://www.elsevier.com/connect/how-to-use-blogging-and-microblogging-to-disseminate-your-research>

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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



8,963

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

Total Pageviews



106,433

Part 2: The Role of Twitter in the Impact of Scientific Publication

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

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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)

🔖 ChemConnector ChemSPider ScientistsDB SciMobileApps Wiki Cheminformatics NMR Spectroscopist

🐦 in 📺 YouTube 🌐 📺 📷 📧 📧 Follow

- 📁 The ScientistsDB Wiki - A Wiki of Scientists
- 📁 The SciDBs Wiki - Scientific Databases
- 📁 The SciMobileApps Wiki - A Wiki of Scientific Apps
- 📁 My Klout Account
- 📁 My Slideshare Presentations
- 📁 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.

Twitter basics

- Create a username and profile. Write a short profile about yourself indicating your research and academic background.
- Start writing posts, called tweets, which are relevant to your research, publications, areas of expertise, affiliations, events, etc.
- Look for other academics and professionals within your relevant field to follow on Twitter. By following them and commenting on their posts, you increase the number of followers of your own tweets. Be patient, it takes time to build up a significant number of followers.
- Use hash tags (#) in front of keywords to aid with indexing of the topics on
 - which you write and to increase attention to your tweets on those and related keywords.
- Try to write at least 1 tweet per day. With regular tweets, you will ensure more followers.

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

1,901 TWEETS 1,044 FOLLOWING 511 FOLLOWERS

[Edit profile](#)

Tweets



View Exposé
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Visitors
7890 since 01.08.2010

Edit Exposé information
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Hello, **Nader Ale Ebrahim**

Nader Ale Ebrahim Arabic [Advanced Search](#)

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

37 Images of Nader Ale

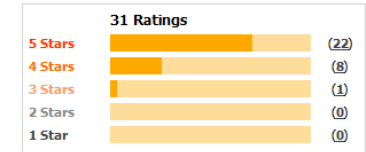
1 - 9 from 37



 2  1  1

People Name Forename

My rating
★★★★★ (31)



- Link/Domain for my Exposé
- Show my Exposé on Yasni front page
- Invitation status of contacts

Contacts of Nader Ale (39)

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



Allison Hermann, PhD

@illuminermobile



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 Scoop.it

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



Following

@aleebrahim 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 @aleebrahim

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

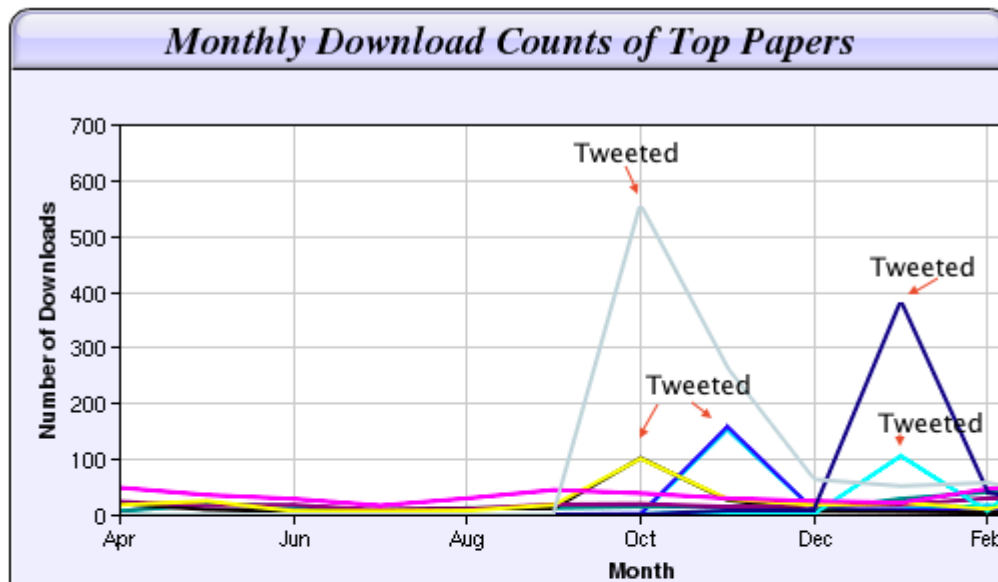
← Reply 🗑 Delete ★ Favorite ⋮ More



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

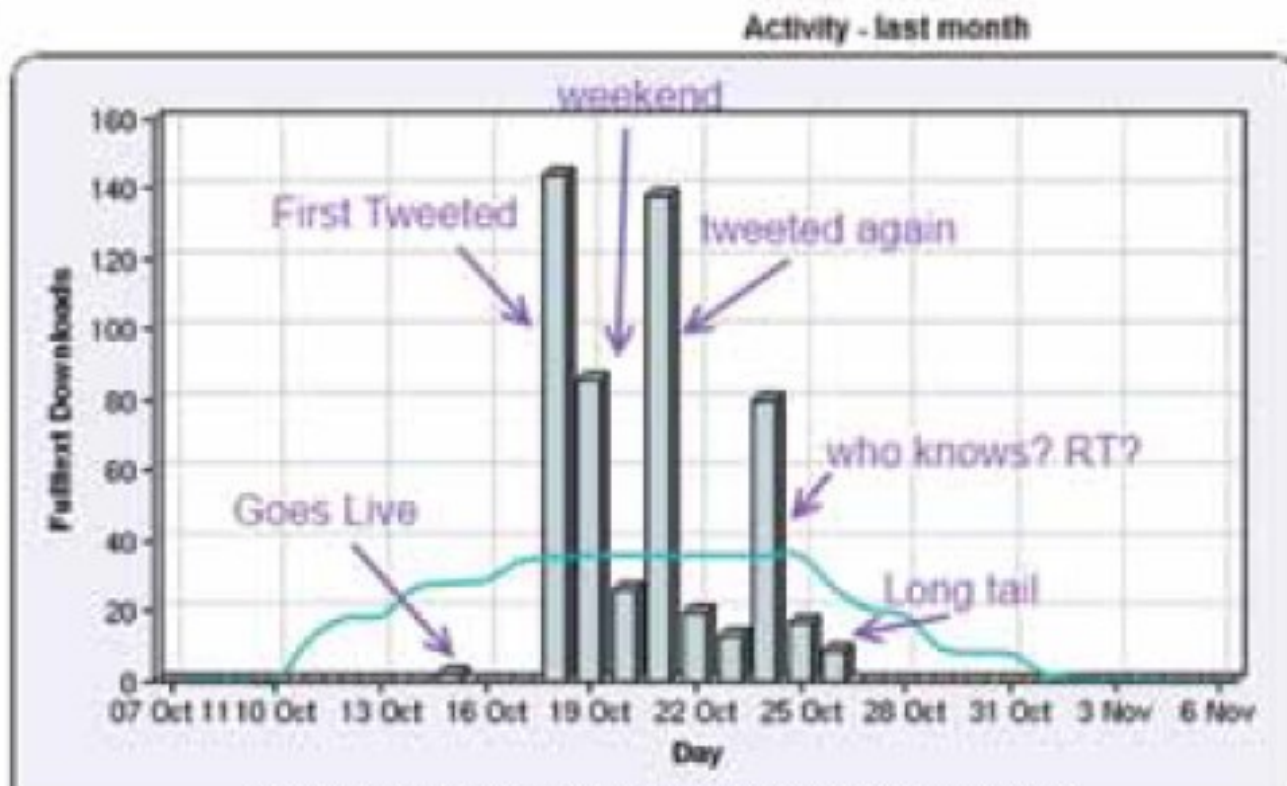
Why should you share links to your published work online?



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

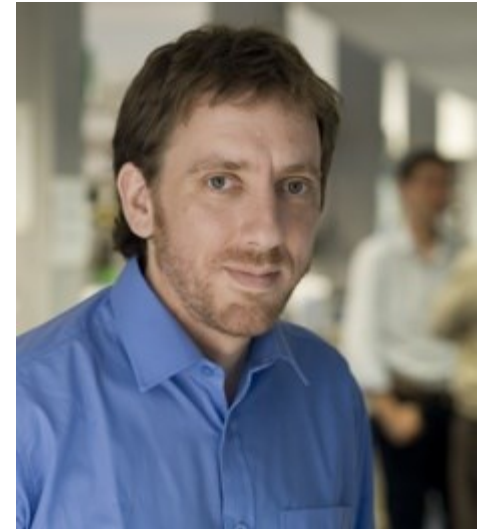
$$F=43.3C^{0.32}(1)$$

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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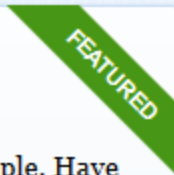
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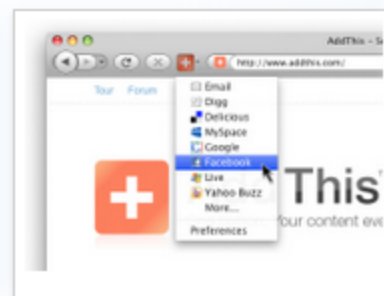
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Services **More Options**

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- Amen Me!
- Aol Lifestream
- AOL Mail
- Armenix
- Arto
- Aviary Capture
- Baang
- Baidu

Add ▶

◀ Remove

Reset

Selected Services

The following will appear in your toolbar:

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- Email
- Twitter
- Print
- Myspace
- Favorites
- Google
- Delicious
- Blogger
- Gmail
- StumbleUpon

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OK

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An International Research Journal of Environmental Science

ISSN: 0973-4929, On

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Journal indexed in THOMSON REUTERS COCOPERSICUS 6.43 EBSCO NAAS 2013 Score 4.25

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

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

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