Why and How to Get Your Paper Noticed

Presented by:
George Woodward, Senior Publisher

February 23, 2017
Poll: Have you published in a scholarly journal before?

☐ Yes

☐ No
Poll: Have you published in JNEB before?

☐ Yes

☐ No
Measuring and demonstrating impact

- Funding bodies want to know that their money is well-spent
- Hiring managers want to know who the best candidate is
- Promotion & tenure committees want to know who to invest in
- You want to know that your work is inspiring others, advancing knowledge, and impacting the world around you
Publications are only one way of making an impact

- They are visible
- They leave a record
- They are well-established
- They have a quality-control mechanism
- They have a number of measurable benchmarks that can be tracked
- They enable communication to a large audience
- Their effects can be easily amplified through other forms of communication
Information overload

- 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?

7 hrs/week
average time spent on literature
Consider your readers

- Both human and electronic

- Different audiences:
  - Other researchers
  - Practitioners
  - The public

- Where are they located?

- How are they finding research?

- What do they want to do with that research?
Poll: How do you find out about new articles in your field? (Select all that apply)

- General search engine (e.g., Google, Bing)
- Scholarly search database (e.g., Google Scholar, PubMed, Scopus)
- Looking at specific journals, either in print or online
- Recommendations (e.g., via social media or in-person conversations)
Preparing your article

Writing and publishing your article

- Spend time on abstract and conclusion & references
- Share research data and link to it in your article
- Use easy to understand charts and professional-looking illustrations
- Use clear and correct manuscript language
- Choose the right journal
Preparing your article

Search Engine Optimization (SEO)

- Title
- Links
- Authors
- Abstract
Preparing your article

Show Me the Data
Preparing your article

Figures

### Nutrition Facts

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size 1 cup (45g)</td>
</tr>
<tr>
<td>Servings Per Container 3</td>
</tr>
<tr>
<td>Amount Per Serving</td>
</tr>
<tr>
<td>Calories 170 Calories from Fat 10</td>
</tr>
<tr>
<td>% Daily Value</td>
</tr>
<tr>
<td>Total Fat 1g 2%</td>
</tr>
<tr>
<td>Sat Fat 0g 0%</td>
</tr>
<tr>
<td>Trans Fat 0g 0%</td>
</tr>
<tr>
<td>Cholesterol 0mg 0%</td>
</tr>
<tr>
<td>Sodium 0mg 0%</td>
</tr>
<tr>
<td>Total Carbohydrate 50g 13%</td>
</tr>
<tr>
<td>Dietary Fiber 8g 34%</td>
</tr>
<tr>
<td>Sugars 0g 0%</td>
</tr>
<tr>
<td>Protein 5g 0%</td>
</tr>
<tr>
<td>Vitamin A 0%</td>
</tr>
<tr>
<td>Calcium 2%</td>
</tr>
</tbody>
</table>

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.*

<table>
<thead>
<tr>
<th>Calories</th>
<th>2,000</th>
<th>2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>Less than 65g</td>
<td>65g</td>
</tr>
<tr>
<td>Sat Fat</td>
<td>Less than 20g</td>
<td>20g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than 300mg</td>
<td>300mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than 2,400mg</td>
<td>2,400mg</td>
</tr>
<tr>
<td>Total Carb</td>
<td>300g</td>
<td>375g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25g</td>
<td>30g</td>
</tr>
</tbody>
</table>

Figure 1

Example of modified Nutrition Facts Label viewed by study participants.

Tools for promoting your article

AudioSlides

Use of Journal Clubs Within Senior Capstone Courses: Analysis of Perceived Gains in Reviewing Scientific Literature

Deborah J. Good, PhD¹, Christina M. McIntyre, MS²

Introduction

Whereas graduate students, postdoctoral fellows, and medical students routinely use journal clubs as a way to read and stay abreast of new developments in the recent published literature, most undergraduate programs do not use journal clubs to teach how to read the scientific literature. Rather, students are told to read a scientific paper for class and then to present or use it in grade-based assignments, but without training as to how to critique the article. Up to 72% of graduating college seniors are not proficient in critical thinking skills, and there was little improvement in seniors tested in 2010 compared with those tested in 2004.¹ For dietetic students, the Accreditation Council for
Tools for promoting your article

Share Links

• Limited-time free access link to your article that you can share

Eleanor Jennings @EleanorJennin11
Stream sediment reservoir for E. coli paper
@dkitscience @cfes_dkit well done Lyuba Bragina: free access for 50 days
authors.elsevier.com/a/1UYCVcA-ISBHO

Dr. Candace Campbell @CandyCampbellRN
Here's my latest article published in Nursing For Women's Health re:What Keeps You Up at Night? Sweet!
authors.elsevier.com/a/1UWr6EFTeBy... 😊
Venues for promoting your article

1. Conferences
   - Prepare to network
   - Also connect online
   - Share poster if possible
   - Link to published articles
Venues for promoting your article

2. Media relations

- Research statement – Explain the significance of your research and key outcomes
- Make use of your institution or funding body’s communication channels
Poll: Have you ever talked to your institution’s press officer?

- Yes
- No
- Don’t have one OR not based at an institution
Promoting your article

3. Online CV
Promoting your article

LinkedIn

- Share links to your articles, also in relevant groups
- Add images
- Add videos / presentation
- Reposition the publication section
Promoting your article

4. Social media

**Twitter**
- Follow other researchers
- Post regularly and respond promptly
- Retweet
- Use images

**Facebook**
- Invite fellow researchers
- Share images, videos, presentation
- Link to your articles
- Discuss and ask for feedback

*one mention of a scholarly article every seven seconds*
Venues for promoting your article

Social collaboration networks

Share your publications with your groups

Connect with research colleagues + join new communities
Tips for effective outreach

- Create an attention-grabbing, but accurate headline
  - For many readers, the headline is the article…
  - www.npr.org/2014/04/01/297690717/why-doesnt-america-read-anymore

- Keep it short, accessible, and relevant
  - Don’t bury the lede
  - Highlight the implications of your research in simple language (8th-grade level)

- Make it easy to find out more
  - Include the journal citation
  - Who should journalists/readers contact with questions?
The risks of putting yourself out there

- Negative comments on news sites, blogs
  - Could be aimed at your research or just the general topic
  - Many people react without reading the article

- Sensationalist news coverage
  - Headline-article disconnect
  - Commonly ignored/misunderstood: Sample size, p-value, causality, other variables

- Use of your research by sites with an agenda
  - May be reacting to a secondary account, not to the article itself

Be Accurate and Provide Numbers

According to a 2014 *BMJ* article, 40% of 462 press releases included “exaggerated advice,” 33% included “exaggerated causal claims,” and 36% included “exaggerated inference to humans from animal research.” For news articles based on these releases: 58%, 81%, and 86%; for news articles based on other releases: 17%, 18%, and 10%.
Measuring impact

Article-level metrics:

- Feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- Search terms used to find your publications
- A comparison of the performance of your article with other people’s articles

www.mendeley.com/stats/author
Measuring impact

Altmetrics

Tracking impact

Kristin Schneider
@DrKrisSchneider

Longitudinal study suggests that college students gain #weight throughout college-not just their Freshman year
https://t.co/aRDb7wa3mX

16 Dec 2016

マーキュリー２世
@uranus_2

大学1年の初めの頃は平均体重が66.94 kgだったのが、4年生の最後になると71.32 kgになる。Examining the Weight Trajectory of College Students https://t.co/v9bW3vW7l

13 Dec 2016

Leo Simonetta
@LSimonetta

RT @kclarkcollege: #College students get fat. 23% overweight as frosh. 41% overweight as seniors. 1 rsn: Vegetable consumption declines htt...

12 Dec 2016
“Science shows that passion is contagious, literally. You cannot inspire others unless you are inspired yourself.”

-Carmine Gallo
Thank you
Further reading at

- publishingcampus.com
- elsevier.com/authors
- elsevier.com/reviewers
- elsevier.com/editors

- Understanding the Publishing Process with Elsevier – complete guide
- Publishing Ethics brochure – top reasons to publish ethically
- Get Published – top tips on writing, reviewing and grant writing etc.
- Get Noticed – new ways to promote your article and research
- Open access – definitions and options
- Career Planning Guide – download in 12 languages