TAKING CONTROL OF YOUR RESEARCH VISIBILITY

A hands-on guide to improving research “impact” for scholars

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Today

1. Big picture of impact
2. Types of Article Level Metrics (ALM) and what they can do for you.
3. Recipe for Visibility
4. Time for questions/assistance
Types of article-level metrics (ALM)

1. **Usage** - How many downloads? Where downloaded?
   a. Examples: [KU ScholarWorks](https://scholarworks.ku.edu/), [Academia.edu](https://www.academia.edu)

2. **Captures** - How many bookmarks, shares (CiteULike, [Mendeley](https://www.mendeley.com/))
   a. Example: how many “reads” an item in Mendeley has been

3. **Mentions** - Mentions in non-academic media (news stories, Wikipedia, etc.)
   a. Example: [Altmetric](https://www.altmetric.com/)

4. **Social media** - Facebook, LinkedIn, Twitter shares
   a. Example: [Altmetric](https://www.altmetric.com/)

5. **Citations** - Classic metric for “impact”
   a. Example: [GoogleScholar](https://scholar.google.com/), and [GoogleScholar Metrics](https://scholar.google.com/metrics)

Read more in [SPARC’s Article-Level Metrics Primer](https://arxiv.org/pdf/1209.4673.pdf).
Our recipe for visibility

1. **Know** your rights w.r.t. copyright and keep as many as you can. *Timothy K. Armstrong: An Introduction to Publication Agreements for Authors.*

2. **Work** with **KUSW**: a digital repository curates your work, makes it openly available, and it tracks usage.

3. **Register** with **ORCiD** and claim your electronically visible research, differentiate it from others’ publications with the same or similar names.

4. **Claim** an **Academia.edu** page and link there to your papers in KUSW. Academia also connects you to the global community of scholars in your areas of interest.

5. **Claim and make public** your **GoogleScholar** page. Edit it to weed out duplicates and works mistakenly attributed to you. Keep track of your $h$-index (the number $h$ of your works cited $h$ or more times).

Read more in this [short blog post].

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Next Steps:

If you have not already done so, please do the following.

• Establish a Gmail (Google) account: [https://mail.google.com](https://mail.google.com)

Once you have opened the account and logged in, acquaint yourself with the various services that are available through Google, especially “Scholar” ([scholar.google.com](https://scholar.google.com)).

• Establish an Academia.edu account: [http://www.academia.edu](http://www.academia.edu)

Fill out some information about your academic profile, e.g., title, research interests, upload a headshot (optional).

• Find your department’s or program’s collection in KU ScholarWorks: [http://kuscholarworks.ku.edu](http://kuscholarworks.ku.edu)
• Register for an ORCiD ID: [https://orcid.org/register](https://orcid.org/register)
• Become familiar with Open Access issues. [Watch this!](#)