



# How to increase research visibility

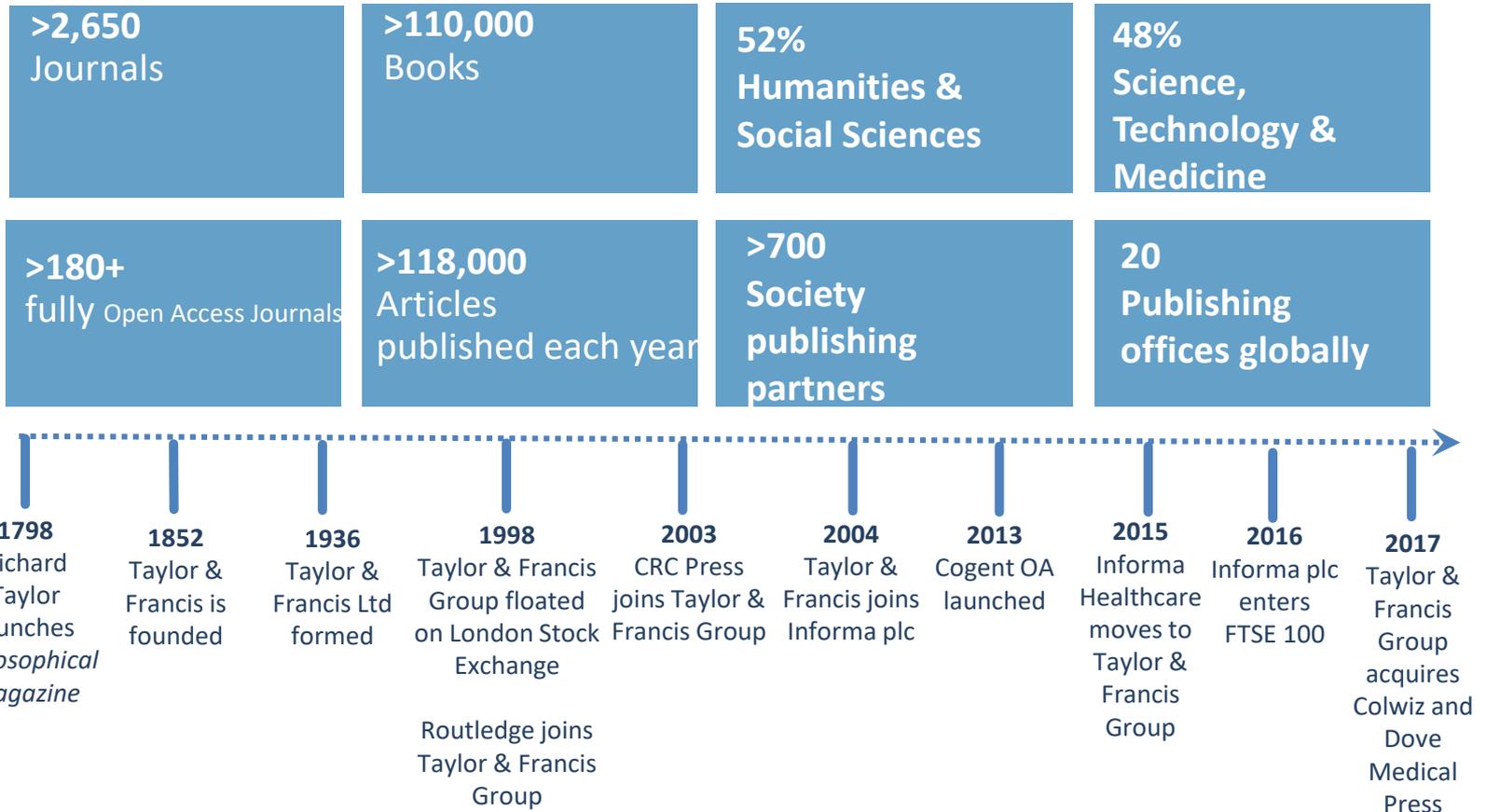
Authors, articles and altmetrics





## Who are Taylor & Francis

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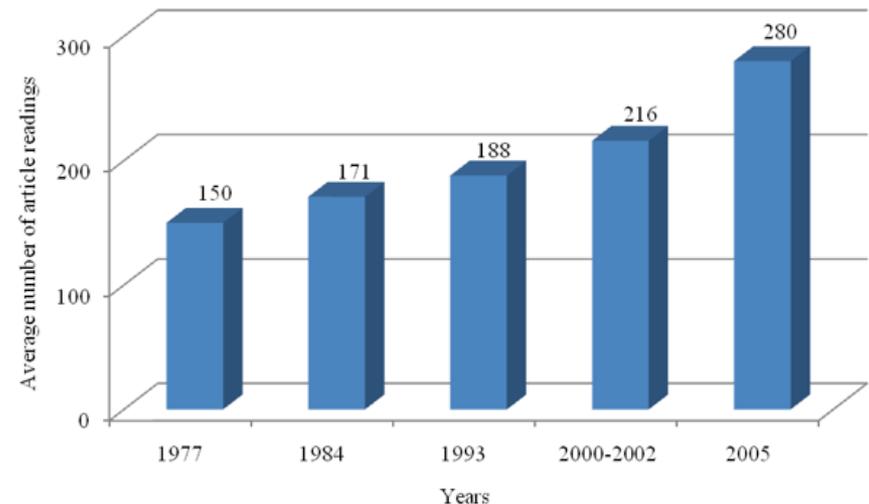
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## The current scholarly publishing landscape

- 1.5 million articles published p.a. in around 27,000 peer-reviewed journals
- 125,000 editors, 350,000 board members, 2.5m referees and 12m authors
- Average US researcher reads 280 articles per annum
- Articles per researcher ↓
- Authors per article ↑





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- **Visibility**
- **Discoverability**
- **Digital sign-posts**





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**Vital to be visible**

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***Quality is at the heart of impactful research!***





## Making you and your work identifiable with an ORCID

**ORCID**

Connecting Research  
and Researchers

## DISTINGUISH YOURSELF IN **THREE EASY STEPS**

**1**

### REGISTER

Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.

**2**

### ADD YOUR INFO

Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

**3**

### USE YOUR ORCID ID

Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.





## Tips on a good title

*"We would typically expect a strong title, a good title that really expressed what the article was about and made it clear to the reader exactly what the topic was, and it's amazing how often writers neglect to do that."*

Professor Mark Brundrett, Editor of *Education 3-13*





## Tips on a good title

Your title and abstract are your article's 'shop window' so make it attractive:

- Put what's new / what makes it different at the start
- Think about how someone will search for your research – what search terms will they use?
- Use these in your title and abstract to make your article more discoverable (search engine optimization).
- Use clear, concise language that could be understood by someone outside of your field.
- Draw out the main issues you are looking to address in both the title and abstract (but be brief!).





# Video abstracts



UA Home > Features > Video abstracts, the latest trend in scientific publishing

February 6, 2013

## Video abstracts, the latest trend in scientific publishing

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

by *Jacob Berkowitz*

Like 38 Tweet &+



### Florian Bieber discusses his article

from Taylor & Francis PRO 10 months ago (NOT YET RATED)

Florian Bieber discusses his article: 'Situational Nationalism: Nation-building in the Balkans, Subversive Institutions and the Montenegrin Paradox' from *Ethnopolitics*





## Publishing Open Access

### Gold Open Access

- **publication of the final article (Version of Record)**
- article is made freely available online (often but not always after payment of an article publishing charge (APC))

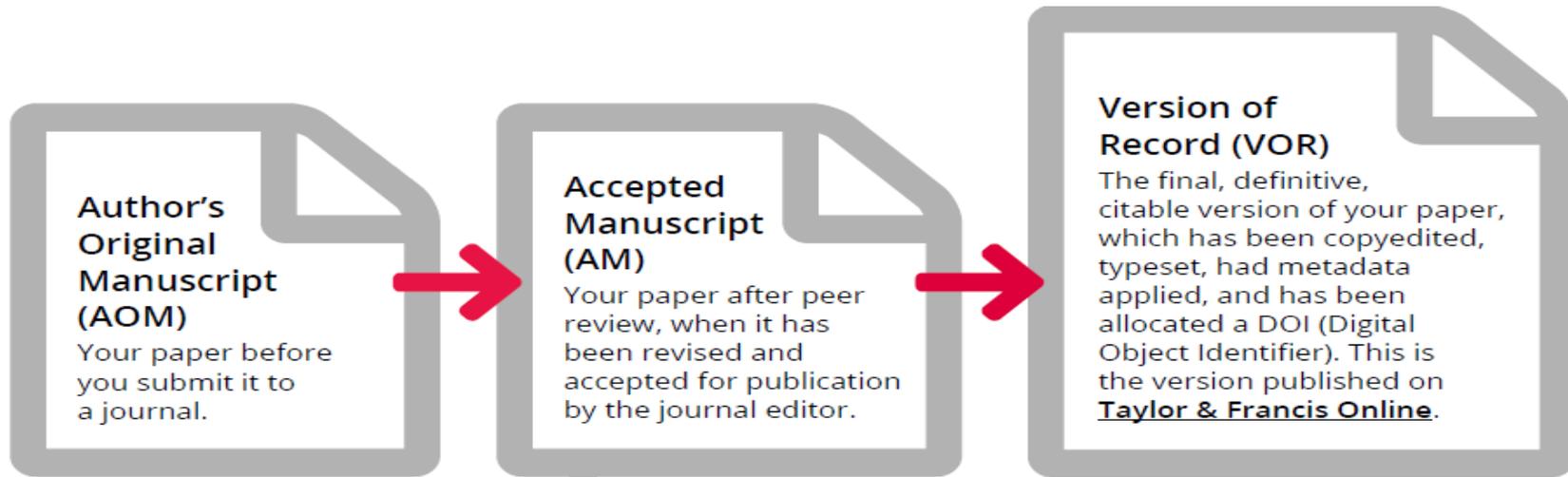
### Green Open Access

- **Archiving / deposit of an (earlier version of an) article in a repository**





## Understanding article versions



**Green OA**

**Green OA**

**Gold OA**





## Sharing your research



No embargo on Author's Original Manuscript (AOM) posting

- No embargo on posting to a personal site (e.g. LinkedIn)
- Embargo: 12 months (STM), 18 months (SSH) if posting to an Institutional or Subject Repository or Academic Social Network (i.e., Academia.edu, Mendeley)

Include a link to the [VoR](#) from anywhere you have posted your AOM or AM

Please do not post the PDF of the VoR unless you have chosen to publish your article Gold Open Access





## NTU repository for research papers DR-NTU (Open Access)

The screenshot shows the DR-NTU Open Access website. At the top right, it says "OPEN ACCESS" and "DR-NTU". Below this is a "Home" link. On the left side, there is a search bar, a "Subject Lookup" button, and a "BROWSE" section with links for "All of DR-NTU", "Communities & Collections", "Titles", "Authors", "By Date", and "Subjects". Below that is a "MY ACCOUNT" section with a "Login" button. The main content area features a "Welcome to DR-NTU (Open Access)" heading, followed by a paragraph about the repository's purpose and a list of accepted publication categories: "Journal Articles" and "Conference Articles". There are also two sidebars: "Announcements" with a message about submitting papers via RIMS and "Bonus Features!" listing social media sharing and view/download counts; and "Related links" with links to "Academic Profile", "SHERPA", "DR-NTU (Restricted Access)", "DR-NTU FAQ", and "Submission Procedures".





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## Academic social networking



**academia.edu**



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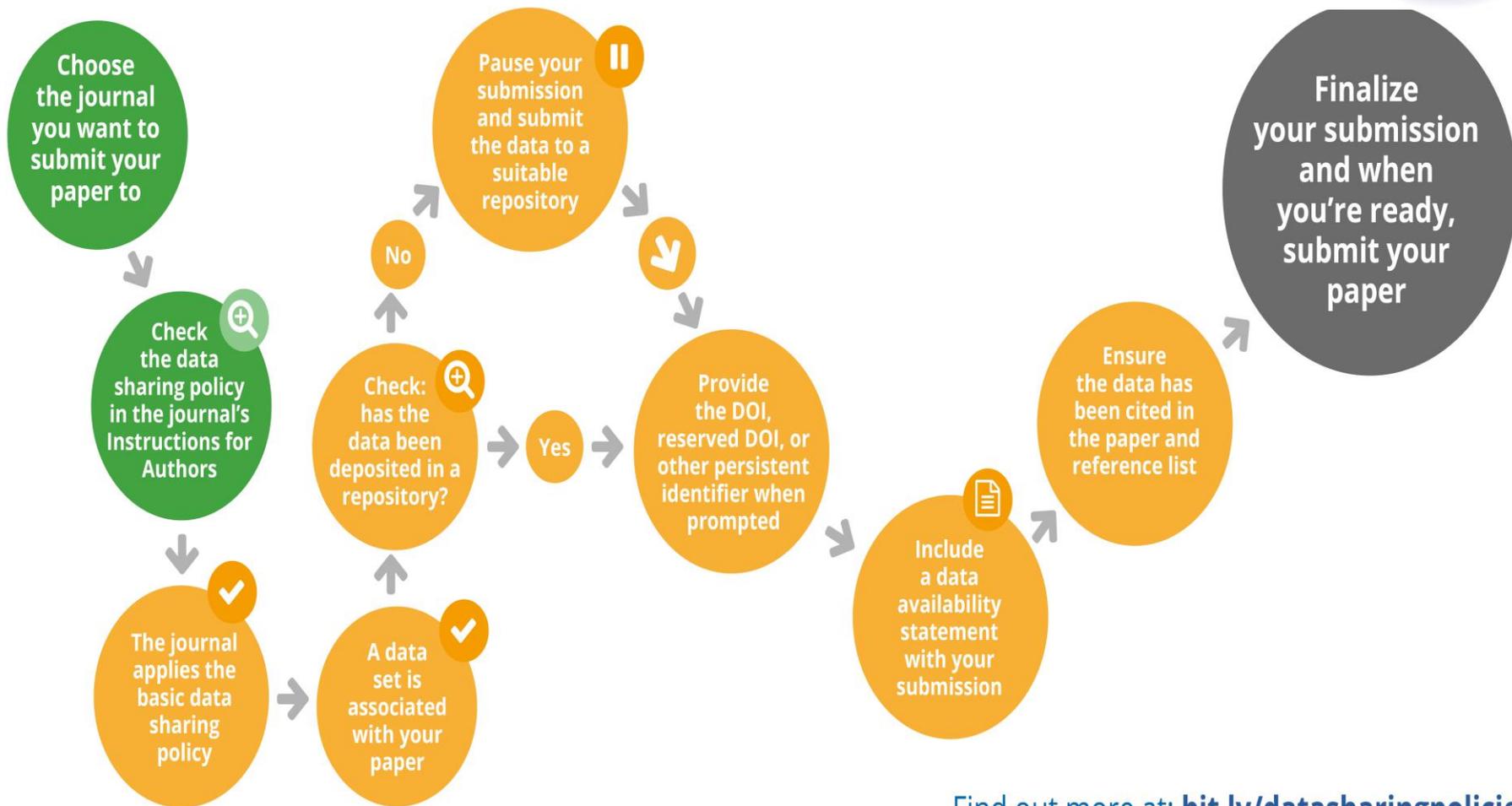


## Data sharing policies

	Basic	Share upon reasonable request	Publicly available	Open data	Open and fully FAIR
Level of data sharing	Authors are encouraged to share or make open the data associated with the paper, where this does not violate the protection of human subjects or other valid privacy concerns.	Authors publishing with the journal agree to make their data available upon reasonable request. It's up to the author to determine whether a request is reasonable.	Authors make their data freely available to the public, but under a license that limits re-use, or under unclear re-use conditions.	Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Data shall be findable and fully accessible.	Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Additionally, data shall meet with <a href="#">FAIR</a> standards as established in the relevant subject area.
Data availability statement	Highly encouraged	Mandatory	Mandatory	Mandatory	Mandatory
Data citation	Highly encouraged	Highly encouraged	Highly encouraged	Mandatory	Mandatory
Persistent identifier for data	Highly encouraged	Highly encouraged	Highly encouraged	Mandatory	Mandatory
License applied to data set	Author's choice	Author's choice	Author's choice	CC0, CC BY or equivalent	CC BY, CC0 or equivalent

# Sharing data: understanding our basic data sharing policy

- ✓ Submitting your article to a Taylor & Francis, Routledge or Cogent OA journal
- ✓ A data set is associated with your paper



Find out more at: [bit.ly/datasharingpolicies](https://bit.ly/datasharingpolicies)



## NTU repository for research data DR-NTU (Data)

<https://researchdata.ntu.edu.sg/>



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DR-NTU (Data)

Metrics 1,747 Downloads Contact Share

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2018 (155)  
2017 (117)

**Author Name**  
Stanley-Baker, Michael (46)

**1 to 10 of 272 Results** Sort

- "Dikes in a Stressful Relationship..." Matlab scripts**  
17 Oct, 2018 - Dike Reservoir Interaction  
Pansino, Stephen Gregory, 2018, "Dikes in a Stressful Relationship..." Matlab scripts, <https://doi.org/10.21979/N9/CE7BGY>, DR-NTU (Data), V1  
This contains Matlab scripts to achieve the results from the publication.
- "Dikes in a Stressful Relationship..." Experiment 5 (Exp 2 in publication)**  
17 Oct, 2018 - Dike Reservoir Interaction  
Pansino, Stephen Gregory, 2018, "Dikes in a Stressful Relationship..." Experiment 5 (Exp 2 in publication)", <https://doi.org/10.21979/N9/YOB5KK>, DR-NTU (Data), V1  
This is data for experiment 5 (internal numbering), A.K.A. experiment 2 in the publication.
- "Dikes in a Stressful Relationship..." Experiment 7 (Exp 6 in publication)**  
17 Oct, 2018 - Dike Reservoir Interaction  
Pansino, Stephen Gregory, 2018, "Dikes in a Stressful Relationship..." Experiment 7 (Exp 6 in publication)", <https://doi.org/10.21979/N9/SDCFY>, DR-NTU (Data), V1



## Moving to Open Scholarship

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- **Impact**
- **Profile-raising**
- **Social media**





## The rise of 'altmetrics'

Altmetric tracks the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers



**Altmetric**





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**Altmeter**

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Journal  
**The Quarterly Journal of Experimental Psychology**  
Volume 68, 2015 - Issue 5

25150 Views  
2 Crossref citations  
365 Altmeter

Select Language | Translator disclaimer

**The Apple of the mind's eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo**

Overview of attention for article published in The Quarterly Journal of Experimental Psychology, March 2015

**Routledge** Taylor & Francis Group **Article Metrics**

What is this page? Embed badge Share

**The Apple of the mind's eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo**

Overview of attention for article published in The Quarterly Journal of Experimental Psychology, March 2015

**365** Attention Score

About this Attention Score

In the top 5% of all research outputs scored by Altmeter

Mentioned by

**SUMMARY** News Blogs Twitter Weibo Facebook More...

**Title** The Apple of the mind's eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo [View on publisher site](#)

**Published in** The Quarterly Journal of Experimental Psychology, March 2015 [Alert me about new mentions](#)

**DOI** 10.1080/17470218.2014.1002798

**Pubmed ID** 25721103

**Authors** Blake AB, Nazarian M, Castel AD, Adam B, Blake

**Abstract** People are regularly bombarded with logos in an attempt to improve brand recognition, and logos... [show]

**TWITTER DEMOGRAPHICS** MENDELEY READERS

**ATTENTION SCORE IN CONTEXT**

The data shown below were collected from the profiles of 46 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)

People also read

Want to block earworms from conscious awareness?B(u)y gum!

Pianists exhibit enhanced memory for vocal melodies but not piano melodies



## How to use altmetrics to **your advantage**

- Identify coverage and wider dissemination of your research
- See who is talking about your research
- Monitor other research in your field
- Manage your online reputation

**[authorservices.taylorandfrancis.com/  
measuring-impact-with-article-metrics](https://authorservices.taylorandfrancis.com/measuring-impact-with-article-metrics)**





## Using social media to highlight your research



**Michael Spencer**  
@MikeRSpencer



 Follow

Blog summary of [@tandfnewsroom](#) article:  
[wp.me/p2rn76-6H](#) #snow #Scotland  
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 Reply  Retweet



**Sarah Middleton** @Sarah\_DPC · May 8

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**Jack Heinemann** @Jack\_Heinemann · Oct 2

#gmo corn losses: time to rethink genetic and management monoculture  
[nytimes.com/2013/10/01/sci...](#) ... should know better [bit.ly/11BJKnp](#)

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 Reply  Retweet  Favorite  More





## Social media: starting out

- Identify the audience you want to reach (fellow researchers, practitioners, general public)
- Choose the best channel(s) for you
- Follow people you want in your network
- Follow subjects and trends relevant to your work
- Incorporate social media into your working pattern





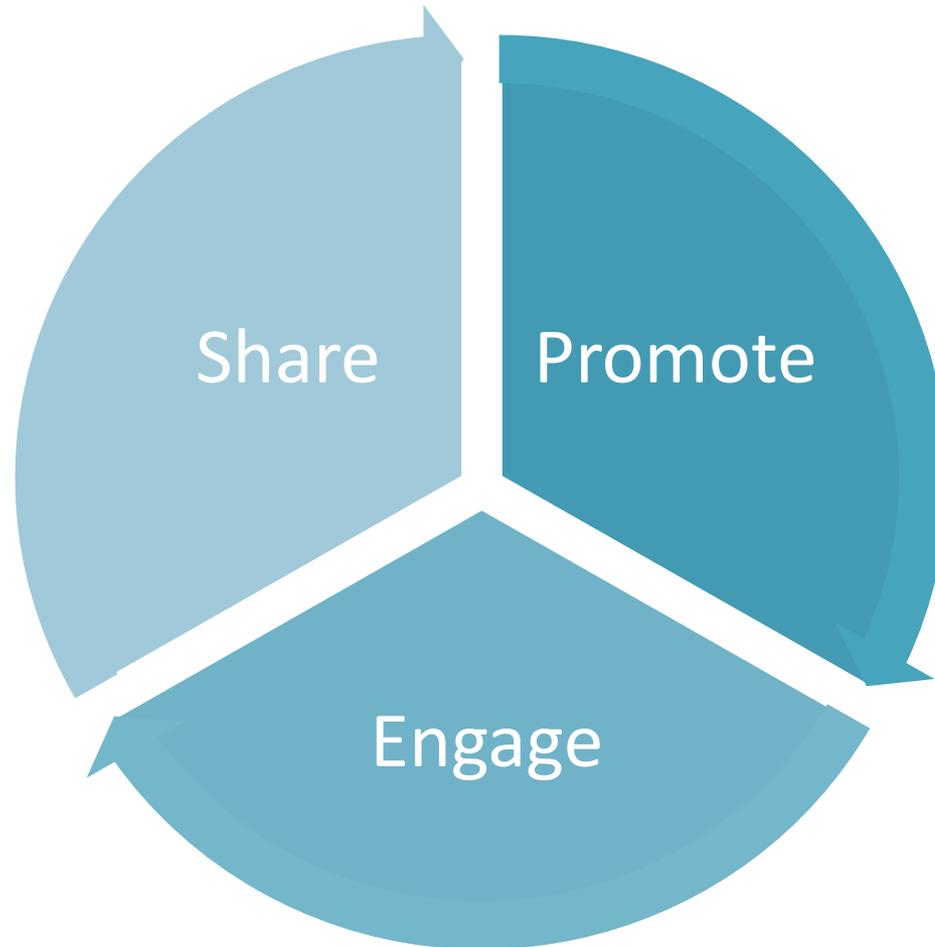
## Top tips for effective social media posts

- Use #hashtags
- Include the handles of related people and organisations
- Keep your posts short
- Images help your post to stand out on a busy social media wall: try data visualisations and infographics
- Ask questions
- Include a 'call to action' and include links
- Think before you post (and respect social media netiquette)





## The rule of thirds





*“Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.”*

Russell Warne, Assistant Professor,  
Utah Valley University

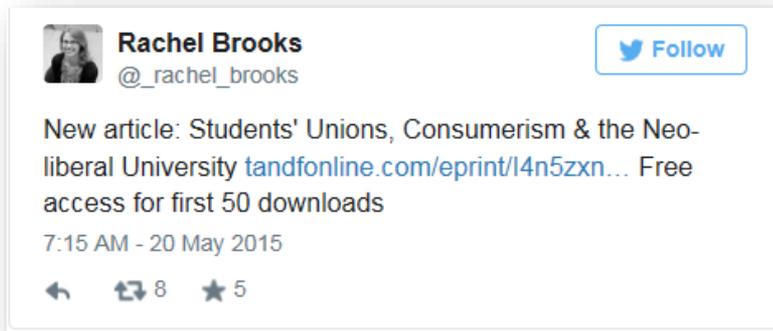




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# Broaden your reach

## THE CONVERSATION

Academic rigour, journalistic flair

Q Search analysis, research, academics...

Arts + Culture Business + Economy Cities Education Environment + Energy FactCheck Health + Medicine **Politics + Society** Science + Technology

### China steps into soft power vacuum as the US retreats under Trump

January 9, 2018 1.42am AEDT



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Senior Research Fellow, Lee Kuan Yew School of Public Policy, National University of Singapore

#### Disclosure statement

Asit K. Biswas is Distinguishedwith Visiting Professor at Lee Kuan Yew School of Public Policy, National University of Singapore. He has been studying China since 1983. 21 of his 84 books are now available in Chinese.

Cecilia Tortajada does not work for, consult, own shares in or receive funding from any company or organisation that would benefit from this article, and has disclosed no relevant affiliations beyond their academic appointment.





# Is your article newsworthy?



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Home > T&F Newsroom

## Taylor & Francis Newsroom

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### Welcome to Taylor & Francis Newsroom

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Welcome to the Taylor & Francis Newsroom. Here you can view all the latest Press Releases from Taylor & Francis, Routledge, CRC Press, Garland Science and Psychology Press. To view past press releases, you can either browse by year, or use our search facility. If you are a journalist, you can request a copy of a book or journal article by contacting us via the links on the right hand menu.

### Latest News

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[Teacherbot: Can robots do it better?](#)  
May 2015 - Opinion is often divided over whether digital innovations within education are a value or a threat to teaching.  
[Read more](#)

[Arizona: "One of nature's best natural laboratories for weather"](#)  
May 2015 - Long known for its desert climate and hot summers, Arizona hosts an array of surprising weather contrasts.  
[Read more](#)

[PartySmart: Could the infamous 'hangover' become extinct?](#)  
May 2015 - It's a Sunday morning, you didn't get back home until 3:30am, your head is banging, your throat is sore and to top it off, your mouth is dry. Later the fatigue will kick in, making it impossible to leave your bed. Welcome to the dreaded hangover. Now wouldn't it be good if the infamous 'hangover' were to become extinct? In an article from *Anthropology & Medicine*, Laurent Pordié delves into the introduction and marketing of polyherbal drug called PartySmart.  
[Read more](#)



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## A new scholar's perspective on open peer review

### Responding to Peer Review in 2015: a global view



*Maha Bali is an Associate Professor of Practice at the Center for Learning and Teaching at the American University in Cairo.*

Responding to the [Taylor & Francis survey on peer review](#) inspired me to write [my own article, arguing for open peer review](#). Coincidentally, I published my article in a Taylor & Francis journal, *Teaching in Higher Education*, and it came out just a few days before the results of the Taylor & Francis survey results were released.

I read both the white paper and the full results of the survey with interest, and noticed some patterns. For example, the overwhelming majority of respondents across disciplines and research roles (authors, reviewers and editors) were more comfortable with double-blind peer review. However, what I found quite interesting is that very few respondents had *personally experienced* open peer review as reviewer or author, and yet many had opinions on it. The mean score was around 5 out of 10, but the report indicates that opinions of individuals

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Read more

- [How to get involved in peer review \(and why you should\)](#)
- [Understanding different types of peer review](#)
- [Equipping early career researchers to get involved in peer...](#)
- [Supporting Sense about Science in spreading the peer review...](#)
- [Celebrating Peer Review Week](#)

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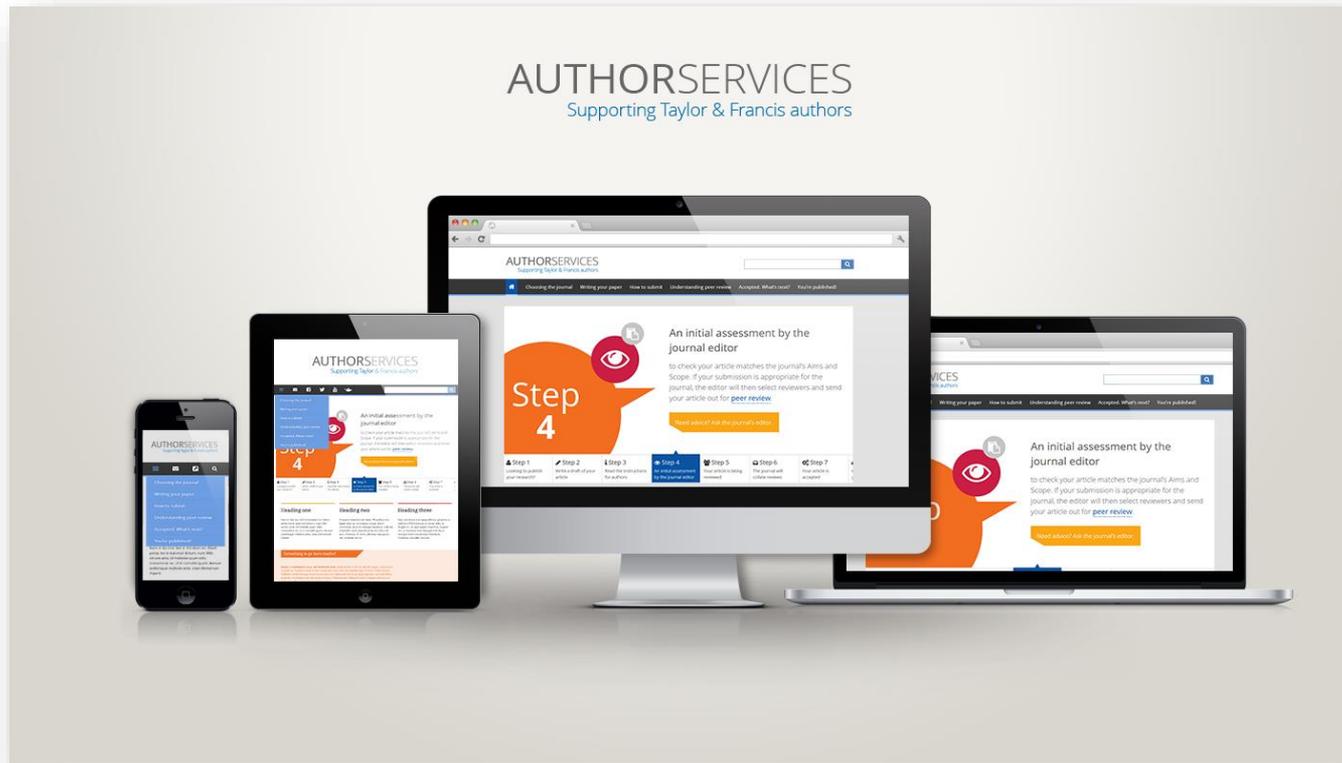




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Guidance, news and ideas for authors



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# Questions?

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