180 pts

Make your research visible!

Luleå University Library

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Why this guide?

Maximizing the visibility and impact of research is becoming ever more important in the academic world with tougher competition and with researchers being constantly evaluated. For instance, publication and citation measures (bibliometrics) are increasingly being used as tools for assessing academic merits, not least in the race for research funding. For you as a researcher, this means that you need to produce high quality research and keep a good record of your publications. There are several things you can do to make your research results more visible and influential apart from producing really good research. In this guide we provide a short introduction to the subject.

Use a unique name

Use a unique name when you publish so that you will not be mistaken for other researchers. If you have a commonly occurring name, you can use a middle initial. Think carefully about your name before you begin publishing and be consistent once you do so that all your publications can be connected. Problems can occur during your career if you, for example, change your name or have a double last name of which one can be mistaken for a first name.

Get a digital researcher ID

Another way to avoid the confusion between researchers with similar names is to get a unique digital identifier. The library recommends that you get an ORCID which will connect you with your research outputs and activities. An ORCID will follow you throughout your entire career regardless of whether you change institutions, research disciplines, your name,, and even if you move to another country. You can register your ORCID in the publication database at Luleå University of Technology. Other digital ID's include ResearcherID (Thomson Reuters) and Author ID (Scopus).

http://orcid.org/

Create a research profile

Luleå University of Technology's website allows you to edit your personal page. Here, you can present yourself and your research by making your publications, activities, and projects more visible. Make sure you include your local user ID when you register your publications in the university's publication database so that your publications are visible on your university profile page. You can also create a Google Scholar citation profile to make you and your research more visible in Google Scholar.

Write in English

Consider publishing in English even if you mainly publish in Swedish and especially for articles of international interest. This can increase the visibility of your work and academic impact.

Collaborate

Publications written by more than one author receive more citations and, therefore, higher bibliometric rankings than those with only one author.

Participate in conferences

Presenting your research at conferences is a good way to promote the visibility and academic impact of your research. Conferences also allow you to make contacts with other scholars in your research field, and you may even find new collaborative opportunities.

Choose the right publication type

The publication type (article, monograph, etc.) has an impact on how your research is considered in citation analyses and in other bibliometric evaluations. Articles published in international journals indexed in Web of Science and/or Scopus tend to generate better results than do other publication types. Conference papers and proceedings, book series, etc., tend to have significantly worse coverage in databases. If you conduct research in a field that typically publishes in these other forms, you may want to consider reworking the material and publishing it as an article.

Choose the right publishing channel

Choosing the right channel for your publication can promote impact and visibility. The most high-impact channels for bibliometric evaluation are international journals listed in Web of Science and Scopus. In order to find appropriate journals in your field in which you can publish, consult Thomson Reuters's Master Journal List or Scopus's Journal Title List.

Master Journal List: *http://ip-science.thomsonreuters.com/mjl/*
Journal Title List: *https://www.elsevier.com/solutions/scopus/content*

Choose a well-cited journal

There is a positive correlation between the number of citations for an article and a journal's overall citation rank. One way to increase your citations is to publish in prestigious and well-cited journals in your research discipline. You can find top ranked journals in Thomson Reuters's Journal Citation Report or Scopus's SCImago Journal Rank.

Journal Citation Report: *https://jcr.incites.thomsonreuters.com*
SCImago Journal Rank: *http://www.scimagojr.com/*

Publish your research Open Access

Making your research freely available not only allows it to be more widely distributed resulting in increased visibility and citations, but it also complies with Luleå University of Technology's publishing policy. Some financers also encourage research funded with their grants to be made openly available to the broader community. You can choose to publish directly in an Open Access journal or you can publish in a traditional journal that allows parallel publishing. Remember to deposit the full-text document in the publication database at Luleå University of Technology.

Find OA journals at *www.doaj.org*   OPEN 🔓 ACCESS
Check parallel publishing policies at *http://www.sherpa.ac.uk/romeo/*

Make sure your affiliation is correct

Write both the department and the University when you provide the copyright to your publication. This will ensure a clear affiliation with Luleå University of Technology as the origin of the publication. The University's name is always written as follows: Luleå University of Technology. Institutions and departments are written: Department of Health Sciences or Division of Space technology.

It is usual that database vendors expect that an author's affiliation is written in the following pattern beginning with the largest organizational unit, followed by the next largest, and so on, with the city and country information listed last: Organization, faculty, department, unit, City, Country. Using this arrangement increases the chances the database vendor identifies your main organization.

Think about Copyright

Secure the right to parallel publish your work in the publication database at Luleå University of Technology. Carefully read the publisher's contract and try to retain copyright of your work. Many Open Access journals allow authors to choose a Creative Commons license which allows the author to specify how the work is to be used. Consider using a CC license if the publisher does not provide one.

http://www.creativecommons.se/
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Register your publications in the publication database

The university's publication database contains information on publications written by researchers at Luleå University of Technology. The publication database is also a full-text archive where researchers can share their publications, articles, etc. Make sure all your publications are registered in the publication database as it allows the following:

- • Visibility in, for example, Google, Google Scholar and national services like SwePub
- • Publication lists on the University website, for example: your personal page and research topic pages
- • Publication statistics on local and national levels
- • Bibliometric analyses

Consider publishing your research data

Research data is the collected and created data underlying original research results. It is a valuable resource not only because it validates research results, but it can be used for new and unpredictable purposes long into the future. Many financers consider the best return for their funding is by making research data openly accessible. Published research data is as valuable as other research outputs and their citation and reuse is considered part of the research's overall impact.

If it is possible, consider publishing your research data. You can find more information on the library's website: *www.ltu.se/lib*

Be active on social media and in social networks

Make your research visible on social media and in academic online networks like Facebook, Twitter, Mendeley, or ResearchGate.

Contact the Communications Office

One of the most important tasks of the Communications Office is to make the University's research and education known to a wider audience. If you wish to invite the media to an event, such as a seminar, a presentation of a student project, a demonstration of results from your research, or similar, the Communications Office can help you with the press invitation. Informing University staff, alumni and key stakeholders can be done through the LTU Review newsletter. If you have tips about new research that can strengthen the Luleå University of Technology brand as well as our image to interested parties, then please get in touch with the Communications Office. We would also like to know about prizes, awards, grants received and news of all kinds.

Checklist

- [ ] Use a unique name
- [ ] Get a digital researcher ID
- [ ] Create a research profile
- [ ] Write in English
- [ ] Collaborate
- [ ] Participate in conferences
- [ ] Choose the right publication type
- [ ] Choose the right publishing channel
- [ ] Choose a well-cited journal
- [ ] Publish your research Open Access if possible
- [ ] Make sure your affiliation is correct
- [ ] Think about Copyright
- [ ] Register your publications in the publication database
- [ ] Consider publishing your research data
- [ ] Be active on social media and in social networks
- [ ] Contact the Communications Office

Contact

Information on how to contact us is available at

www.ltu.se/lib