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Below is a special lecture given by Dr. Nader Ale Ebrahim from the Research Support Unit, Centre of Research Services, IPPP. We hope that it will help UM researchers to get better international exposure to their publications, and thus enhance their citation.

Maximize Visibility: A Way to Increase Citation Frequency

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Abstract

The number of citations has over 30% share in Times Higher Education (THE) world university ranking system. Therefore, most of the researchers are looking for some helpful techniques to increase their citation record. Nader is developing a module for increasing the visibility of the research which directly influences the number of citations. This article reports just some of the key points of the module for improving the citation counts.

Introduction

Citation shows that how many times an article has been cited by other articles (Fooladi et al., 2013). Citations to research publications are a quality indicator, important for both the author and the University (Jones and Evans, 2013). Most researchers are evaluated based upon their publications as well as the numbers of citations their publications receive. One of the key ways to increase citations is to expose the research output to the widest possible audience. If people are unaware of the research, they won't be citing it. The more researchers and students in other fields who have heard of the research, the researcher will receive more citations. Citations to an article might strongly depend on the visibility, rather than the merit of the article (Marashi et al., 2013). Ale Ebrahim (2012) argues that publishing a high quality paper in scientific journals will be a halfway of receiving citation in the future. The rest of the way is advertising and disseminating the publications by using the proper "[Research Tools](#)". Post-print publishing means to make peer-reviewed, published research articles freely available to anyone with an internet connection, often greatly increases the citation frequency of articles (LIU E-Press, 2007). The following section introduces 24 key points which may help the researchers to improve the number of their citations.

Key points for improving citations

1. *Use a unique name consistently throughout academic careers.*

Authors are highly advised to use the same variation of their name consistently throughout their academic careers. If the name is a common name, consider adding your full middle name to distinguish it from other authors. Consistency enhances retrieval (Sarli and Holmes, 2011).

2. *Use a standardized institutional affiliation and address, using no abbreviations.*

Standardization of author affiliation is important to make sure work can be attributed to the correct author and institution (Jones and Evans, 2013).

3. *Repeat key phrases in the abstract while writing naturally.*

Make some key phrases of your study and repeat them in the abstract page of your paper. Since search engines and citation trackers search the abstract of your article, the normal repetition of key words increases the chance of your paper to be retrieved more easily (Sarli and Holmes, 2011; Jones and Evans, 2013).

4. *Assign keyword terms to the manuscript (Sarli and Holmes, 2011).*

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords" (Emerald Guide, 2012).

5. *Self-archive articles.*

Free online availability increases a paper's impact (Lawrence, 2001); therefore, maximize the visibility of your research by making copies of your articles available online (Jones and Evans, 2013).

6. *Keep your professional web pages and published lists up to date (Jones and Evans, 2013).*

7. *Make your research easy to find, especially for online searchers (Jones and Evans, 2013).*

8. *Open Access (OA) has a positive impact on growth of citations (Table 1)(Swan, 2010).*

Size of OA citation advantage when found (and where explicitly stated by discipline)	% increase in citations with Open Access
Physics/astronomy	170 to 580
Mathematics	35 to 91
Biology	-5 to 36
Electrical engineering	51
Computer science	157
Political science	86
Philosophy	45
Medicine	300 to 450
Communications studies (IT)	200
Agricultural sciences	200 to 600

Table 1 Effect of Open Access (OA) to increase the level of citations (Swan, 2010).

9. *Deposit paper in Open Access repository (Frost, 2009).*

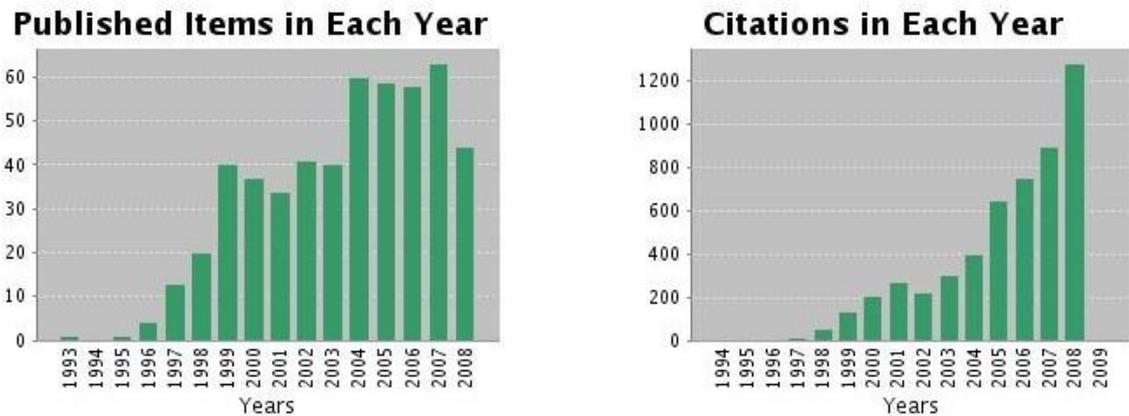


Figure 1 The patterns of citations to Ray Frost's articles that are deposited in the Queensland University of Technology (QUT) repository (Frost, 2009).

For example, Ray Frost is a chemist who publishes prolifically. About three years ago, he began depositing his articles in the Queensland University of Technology (QUT) repository. So far, he has deposited over 300 of his articles.

Figure 1 (derived data from the Web of Science) shows the patterns of publication and citations to those publications. When Ray started putting his articles into the QUT repository, the numbers of citations began to take off. The latest count is 1200 in one year. Even though Ray's publication rate went up a bit over this period, the increase in citations is impressive (Frost, 2009).

10. *Publish with international authors.*

Citation analysis shows that papers with international co-authors are cited up to four times more often than those without international co-authors (Jones and Evans, 2013).

11. *Use more references.*

There is a ridiculously strong relationship between the number of citations a paper receives and the number of its references (Corbyn, 2010).

12. *Publish a longer paper.*

A longer paper gathers more citations (Ball, 2008, Abt, 1998).

13. *Publish papers with a Nobel laureates (Ball, 2011).*

Some landmark papers of Nobel laureates quite quickly give their authors a sudden boost in citation rate and this boost extends to the author's earlier papers too, even if they were in unrelated areas (Ball, 2011).

14. *Contribute to Wikipedia (SAGE, 2012).*

15. *Start blogging (SAGE, 2012).*

Use blogs and podcasts to leverage on-going researcher discussion on the Internet (Taylor & Francis Group, 2012a).

16. *Join academic social networking sites (Taylor & Francis Group, 2012b).*

17. *Publish your article in one of the journals everyone in your discipline reads (Taylor & Francis Group, 2012a).*

18. *Write a review paper.*

Reviews are more likely to be cited than original research papers. Some types of articles including editorials, letters to editors, news items, meeting abstracts, and case studies are generally poorly cited (Taylor & Francis Group, 2012a).

19. *Present a working paper (Taylor & Francis Group, 2012a).*

Try to go to a prestigious conference and present some parts of your research.

20. *Publicize yourself - link your latest published article to your email signature (Taylor & Francis Group, 2012a).*

21. *Publish your work in a journal with the highest number of indexing (Ale Ebrahim, 2012).*

22. *Research is not just text and figures. Create a podcast describing the research project and submit the podcast to YouTube or Vimeo (Sarli and Holmes, 2011).*

23. *Make an online CV. Like [ORCID](#) and [ResearcherID](#).*

24. *Use all advertisement tools which are available on <http://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim>.*

Conclusion

Publishing research output in high-impact journals is a primary concern of researchers. But once their works are published, they are concerned about citation which is directly related to the paper's quality and visibility. The researchers cannot increase the quality of their published papers; therefore, they can apply some of these 24 key points for increasing the visibility of their published papers.

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