

OPTIMIZING AND TRACKING THE IMPACT OF YOUR PUBLISHED ARTICLE

Publish or Perish Special Session, Presentation by
Morna Conway, PhD, March 18, 2017

Considerations in Journal Selection

AVOID

- Predatory Open Access journals – NO!

INVESTIGATE

- Journals with titles close to the leading journal in the field

CHECK

- Website: who's the editor, the publisher?
- Journal Content: how much is there?
- Impact Factor: *Journal Citation Reports?*

Impact Factor Considerations

2-Year Journal Impact Factor:

- Average citations in one year to articles published in prior two years
- A lagging indicator
- Individual article citations can range from 0 – 100s

5-Year Impact Factor:

- Average number of cites articles published in the past 5 years have been cited in the JCR year.

Immediacy Index

- Number of cites in a given year divided by the number of articles published that year.

H-Index

H-Index (also known as the Hirsch Index)

- A measure of the productivity and impact of an individual researcher's work.

A scholar with an index of h has published h papers each of which has been cited in other papers at least h times.

Factors that Impact the IF

1. Article type (review articles, clinical trials, society-sponsored guidelines, position papers, original research articles)
2. Discoverability of article (Search Engine Optimization by publisher, major indexing services like PubMed, PMC, links)
3. Promotion and marketing by publisher

Other Measures of Impact

- Eigenfactor score: measure of the journal's total importance to the scientific community
- Article Influence score: measure of the average influence of each of its articles over the first five years after publication
- CiteScore (Elsevier): average citations per document that a title receives over a three-year period

More Immediate Measures of Impact

- Article Downloads (available on publisher websites)
- Altmetric Score: tracking and measurement of the broader digital impact and reach of individual papers (available on publisher websites).
- Altmetric provides a collated record of all online shares and mentions of an article --in news media, tweets, Facebook, LinkedIn, etc.
<https://www.altmetric.com/audience/researchers/>

Altmetric



The color bands represent:

Tweeters

Google+Author

News Outlets

Facebook

Wikipedia

Mendeley

CiteULike

Most article Altmetric


scores are

from tweets, news outlets,

Mendeley, and CiteULike

Sample Altmetrics Page (CTS, Score 7)

ABCC4 Is a Determinant of Cytarabine-Induced Cytotoxicity and Myelosuppression
Overview of attention for article published in CTS: Clinical & Translational Science, January 2016



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ABOUT THIS ATTENTION SCORE
In the top 25% of all research outputs scored by Altmetric

Mentioned by
1 news outlet

Readers on
6 Mendeley

SUMMARY News


So far, Altmetric has seen 1 news story.

ABCC4 Is a Determinant of Cytarabine-Induced Cytotoxicity and Myelosuppression
Bionity, 04 Feb 2016
Resistance to cytarabine remains a major challenge in the treatment of acute myeloid leukemia (AML).

Sample Altmetrics Page (PSP, Score 31)

The Impact of Mathematical Modeling in Understanding the Mechanisms Underlying Neurodegeneration: Evolving Dimensions and Future Directions

Overview of attention for article published in CPT: Pharmacometrics & Systems Pharmacology, January 2017



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SUMMARY | Twitter

Title The Impact of Mathematical Modeling in Understanding the Mechanisms Underlying Neurodegeneration: Evolving Dimensions and Future Directions

Published in CPT: Pharmacometrics & Systems Pharmacology, January 2017

DOI 10.1002/psp4.12155

Pubmed ID 28063254

Authors Lloret-Villas, A, Varusai, TM, Jury, N, Laibe, C, Le Nov re, N, Hermjakob, H, Chelliah, V

Abstract Neurodegenerative diseases are a heterogeneous group of disorders that are characterized by the... [show]

[View on publisher site](#)

[Alert me about new mentions](#)

ABOUT THIS ATTENTION SCORE

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

Mentioned by **42** tweeters

Readers on **3** Mendeley, **2** CiteULike

What is this page?

ATTENTION SCORE IN CONTEXT

This research output has an **Altmetric Attention Score of 31**. This is our high-level measure of the quality and quantity of online attention that it has received. This Attention Score, as well as the ranking and number of research outputs shown below, was calculated when the research output was last mentioned on **19 January 2017**.

ALL RESEARCH OUTPUTS	OUTPUTS FROM CPT: PHARMACOMETRICS & SYSTEMS PHARMACOLOGY	OUTPUTS OF SIMILAR AGE	OUTPUTS OF SIMILAR AGE FROM CPT: PHARMACOMETRICS & SYSTEMS PHARMACOLOGY
#217,837 of 7,029,013 outputs	#4 of 142 outputs	#7,473 of 129,725 outputs	#1 of 6 outputs

Altmetric has tracked 7,029,013 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 96th percentile: it's in the **top 5% of all research outputs ever tracked** by Altmetric.

ASCPT Journal Opportunities to Promote Articles

- CPT ClinPharmPod podcasts feature interviews with authors discussing their work for 10 – 15 minutes
- PSP's podcast is called PSPod
- CTS Translational Bytes Blog features brief commentaries on articles or journal issues
- PSPost Blog likewise comments on recent articles or trends in the journal or field

ASCPT Publication Benefits for Members

- Reduced Article Publication Charges (APC) for Open Access Articles:
- CPT (Subscription-based but offers an OA option):
Members: \$2,000; Non-Members: \$3,000
- PSP (Fully Open Access, online only journal):
Members: \$2,000; Non-Members: \$3,000
- CTS (Fully Open Access, online only journal):
Members: \$2,000; Non-Members: \$3,000

Wiley Support for ASCPT Authors

- Author Promotional Toolkit

<https://authorservices.wiley.com/author-resources/Journal-Authors/Promotion/promotional-toolkit.html>

- Simple things authors can do to promote their own article, draw attention to it, get it read and, potentially, cited

7 Simple Steps

- Email
- Social media/networking
- Conferences
- Search Engine Optimization
- The Wider Web
- Publicity
- Multimedia

Author Toolkit

Maximize the impact of your published research!

7 promotional tools to help ensure your work gets seen, read and cited.



For more information, including the latest tips, visit wileyauthors.com/maximize or email authormarketing@wiley.com

WILEY

In Conclusion

- Select reputable journals
- Choose a title and keywords for discoverability
- Plan your social media campaign
- Use the Wiley promotional toolkit
- Keep up the good work!

QUESTIONS?