HOW TO GET MORE CITATION?

Prepared for University of Balamand

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AGENDA

- Different Cases from Scopus
- Why references are important?
- How Scopus help you get more citation
- How to use Science Direct to get more citation
- Discover Mendeley to increase the chances of citation
- Why collaboration matter?
- Importance of Researcher Profiles
- Social Media
Surely, there is no direct way to get more citations! Yet, these elements help you increase your citation count!

- Publishing in quality journals
- Having quality references
- Proper article design and language
- International Collaboration
- Visibility in and active usage of social media and specialized network communities
Different Cases in Scopus on University of Balamand
University of Balamand Publications in 2013-2017

*University of Balamand* has 533 publications in 2013-2017 with 14.2 citation per publication (while world avg is 5.0)

Its FWCI is 2.92 which is significantly higher than world average (1.00)

533 Scholarly Output

414 Authors

7,565 Citation Count

2.92 FWCI

14.2 Citation per Publication
University of Balamand Publications in 2013-2017

32% of all publications of UoB is published by Elsevier, among all citations received 77% sourced from Elsevier.

When published in Elsevier, UoB publications receive 44.8 citation per publication, which is significantly higher than any other competitor!

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**Scholarly Output**

- 48.3%
- 32.2%
- 8.1%
- 3.3%

**Citation Count**

- 77.2%
- 13.7%
- 5.2%
- 3.0%
- 0.9%

**Citation per Publication**

<table>
<thead>
<tr>
<th></th>
<th>Elsevier</th>
<th>Pub A</th>
<th>Pub B</th>
<th>Pub C</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>44.8</strong></td>
<td>6.9</td>
<td>11.9</td>
<td>5.4</td>
<td>5.3</td>
<td></td>
</tr>
</tbody>
</table>

Source: Scival, Oct. 18
What about References used by University of Balamand?

Proper list of **quality** references is one of the key elements that drive citation count.

University of Balamand has **58 articles** in total written in English in 2014. 63% of these articles are cited more than 5 times and they have more references compared to articles that have less than 5 citations.

<table>
<thead>
<tr>
<th>Total Publications</th>
<th>Total References</th>
</tr>
</thead>
<tbody>
<tr>
<td>63% Cited &lt;5</td>
<td>37% Cited &lt;5</td>
</tr>
<tr>
<td>69% Cited 5+</td>
<td>31% Cited 5+</td>
</tr>
</tbody>
</table>

Source: Scopus, Oct. 18
Articles that are cited 5+ have 38.3 references per article, while articles that are cited <5 have 29.6.

80% of references used in Articles cited 5+ belong to articles written after 2000, so that they are more recent publications.

<table>
<thead>
<tr>
<th></th>
<th>Total Publications</th>
<th>Total References</th>
<th>References per Article</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles cited &lt;5</td>
<td>21</td>
<td>622</td>
<td>29.6</td>
</tr>
<tr>
<td>Articles cited 5+</td>
<td>36</td>
<td>1,377</td>
<td>38.3</td>
</tr>
</tbody>
</table>

Source: Scopus, Oct.18
42% of articles that are cited more than 5 times are published by Elsevier. While this ratio is much less in articles that are cited less than 5 times.

28% of references that articles cited 5+ use sourced from Elsevier publications. Articles cited 5+ used 10.7 Elsevier references per article.
What is the importance of references?

**Why references?**

- **Quality references** is one of the key elements that increase citations received. More citations you receive, more chances to your visibility and collaboration increase.

- Reference list is one of the main objective together with title and abstract that Editors check before making their decisions! Some questions they ask:
  - Are recent papers included?
  - Are papers from top-journal included?
  - Are leading scientists cited?
  - Are there too many self-cites?
  - Are references internationally distributed?
What is the importance of references?

How quality references should be?

- Balanced and up-to-date
- Recent and international
- Full understanding of referenced papers
- No excessive self-citations and excessive citations of publications from the same region or journal
- Conform strictly to the style given in the “Guide for Authors”
How Scopus help you get more citation?
Facts and Figures - Scopus®

The largest abstract and citation database of peer-reviewed literature, and features smart tools that allow you track, analyse and visualize scholarly research

+70 Million Multiple regional content types from more than 6,000 publishers and 105 countries

*Records back to 1788
*Over 8,000 'article in press'
*Over 4,000 active Gold Open Access journals are indexed
*Additional enhanced metadata i.e. 100% Medline coverage

*Database is updated daily
*40 different languages are covered
*Automatically generated researcher and affiliation profiles

JOURNALS
23,507 peer-reviewed journals
301 trade journals
- Full metadata, abstracts and cited references (refs post-1970 only)
- Funding data from acknowledgements
- Citations back to 1970

CONFERENCES
106K conference events
8.3M conference papers
Mainly Engineering and Computer Sciences

BOOKS
613 book series
38K volumes
166K stand-alone books
1.5M items

PATENTS*
27M patents
From 5 major patent offices
- WIPO
- EPO
- USPTO
- JPO
- UK IPO

Source: Scopus.com, January 30, 2018
Publishers Coverage Scopus®

Scopus covers more than 5,000 publishers worldwide to support your research needs.

Source: May 2016 title list at https://www.elsevier.com/solutions/scopus/content
Titles on Scopus are classified under 4 subject clusters and indexed into **27** main subject areas:

- **Health Sciences**: 13,819 titles (31%)
- **Physical Sciences**: 12,263 titles (28%)
- **Social Sciences**: 10,905 titles (25%)
- **Life Sciences**: 6,809 titles (16%)

Number of journals in Scopus by subject area by Jan, 2018

* Includes active titles. Titles may fall into more than one subject area.
Historical Depth of content, going back to 1788

Over the past 3 years, Scopus has added over 195 million more cited references dating back to 1970, to complement the database’s existing records that date back 1788 and further increase the depth of content.

**Historical Depth**

- 1788
- Scopus has recently added 195 million references and now covers 11.5 million records between 1970-1995
- TODAY

**In total:**
- 69+ M records
- 1.4 B cited references

**More cited references results in:**
- more extensive bibliometric and historic trend analysis
- more complete author profiles
- improved h-index measures for authors who published prior to 1996
Scopus® As a gold standard

Scopus is recognized as the **Gold standard** in **4,500** universities and **150** leading research organizations worldwide. A lot of global key reports also use Scopus data.
How to utilize Scopus to increase citations?

1. Document Search

- Find out what already exist in the global world of research output
- Each year more than 2M research articles are published, keeping yourself up-to-date is important
- Determine how to differentiate your research topic and find new ideas
- Set alerts in your search, get notified whenever new content is published
- Filter your results by using several different filters, subject area, keyword, affiliation, and language...

Take the advantage of checking all relevant content, see how your peers use references, from which sources.
1. **Document Search**

1. Choose a search field
2. You can restrict your search using a specific field like author name, article title, abstract, keywords etc
3. You can type OR or AND in the same box to make your search more specific (visit search tips link)
4. Limit button allows you to find more precise results.
How to utilize Scopus to increase citations?

1. **Document Search**

   OR you can directly type your query by using operator codes shown at the right side.
How to utilize Scopus to increase citations?

1. Document Search

1. You can create alerts in Scopus, this will notify you by email or RSS feed when a new article that matches your search conditions is listed
2. You can save this search condition and reuse it later
How to utilize Scopus to increase citations?

1. Document Search

All of these filters are available to you in order to utilize your search results, find some tips below:

- **Access type**: Limits only open access content in Scopus that will allow you to reach full text as well (in another window)

- **Year**: Limits the display to documents published in a certain year, it is possible to reach article-in press content as well.

- **Document type**: Limits your results only to articles or conference papers or reviews etc.

- **Language**: Limits your results to certain languages, Scopus includes more than 40 different languages.
How to utilize Scopus to increase citations?

1. **Document Search**

1. View references displays all documents referenced by the article
2. Create bibliography change the output to the typical reference list format.
3. View citation overview to analyze documents that cite the selected articles.
4. View cited by displays all documents that cite the selected articles
How to utilize Scopus to increase citations?

2. Author Profiles

• Find out any author in Scopus, check their profile, check their publication history

• Decide what, where and with whom to partner or collaborate with, which will increase your visibility

• Use analysis tool, and check their citation overview.

Take the advantage of checking all leader researchers in your subject area, see how they use references, from which sources.
How to utilize Scopus to increase citations?

2. Author Profiles

1. Scopus allows you to analyze citation metrics on authors as well as specific articles by an author. From the author ID you can display all articles by that author, documents that cite the author, h-index and more.
2. Enter surname and initials or given name of author in the Author fields and a list of authors that may match will be shown. You can also search in combination with his/her affiliation.
3. OR Search for authors using an ORCID ID
How to utilize Scopus to increase citations?

2. Author Profiles

- You can narrow your search, by using filters on the left such as subject area, country and affiliation etc and refine your results if needed
- You can Hover over the author’s name and View last title and Documents for this author will appear
2. Author Profiles

- You can find the basic information about the author: name formats, main subject areas and document and citation trends.
- You can get citation alerts from author’s documents or add the ORCID.
- If there is missing or misleading information in the profile you can request author detail corrections and request and update by following the steps.
How to utilize Scopus to increase citations?

2. Author Profiles

- 4 tabs further evaluate documents, cited by documents, co-authors and author history
- You can either export all document list to CSV file, save all of them to your list to work on them later or set document alert
- You can Check their abstract, related documents and click full text to see if you have access to full text article
- You can see all co-authors together with their document information by clicking Co-authors link
- Author history provides you all of the publications detail of the author in Scopus
How to utilize Scopus to increase citations?

2. Author Profiles

- You can check the basic metrics of the author; h-index, document and citation count
- Analyze author output directs you to the analysis tool; which allows you to measure the impact of any researcher based on different metrics such as documents, subject areas, and h-index etc
How to utilize Scopus to increase citations?

2. Author Profiles

- Once clicked, you will be able to evaluate all of the results in a detailed way. Search metrics are organized by the following: Documents (by source, type, year and subject area), h-index, citations, and co-authors.
- See the graphical displays and the list of the results, click the list to see the underlying data
- Once you decide what to use, export, print or email the results
How to utilize Scopus to increase citations?

3. Journal Finder

- Publishing in the right journal is key to success, among a lot of journal finders, Scopus is your trusted advisor.
- Identify and analyze which journals to submit your article; get published
- Use analysis tool, and compare journals based on different metrics
- Analyzing the documents in top journals in your area will inspire you in your own work

Take the advantage of checking all relevant journals in your subject area, see how they use references, from which sources.
How to utilize Scopus to increase citations?

3. Journal Finder

- Once click ‘Source’ tab, all content will be available to you, you can find any source in Scopus by typing subject area, name or Publisher name
- You can use filters to utilize your results
- You can download the Scopus source list to excel file
How to utilize Scopus to increase citations?

3. Journal Finder

- Compare sources tool allows you to compare journals based on different metrics and find the best match
How to utilize Scopus to increase citations?

3. Journal Finder

- Once clicked, you can compare journals in terms of subject area, ISSN and publisher name.
- You can select up to 10 journals in one time and check their performance based on CiteScore, SJR, SNIP, Citations, Document, % of not cited and % reviews. Remember to check all metrics before making any decision.
How to use Science Direct to get more citation?
Facts and Figures - ScienceDirect

Elsevier's leading information solution for researchers, a full-text platform for scientific, technical and medical journals & books.

14 million people per month use Science Direct, our flagship online platform for academic research.

29 articles a second
Over 900 million full text articles were downloaded in 2016 alone.

420,000 pre-reviewed research articles published annually, including the Lancet and the Cell, and many iconic reference works, including Grey’s Anatomy.

#1 Global Provider
- Publish 25% of world’s journal articles
- 2,500 active journals
- 35,000 book titles
- 900 serials
- Over 14 million full-text content pieces with an average of citation share of 25.3%

Multi-disciplinary Content
A repository of full-texts from peer-reviewed sources cover 4 main areas, with 24 sub-titles:
- Engineering
- Life Sciences
- Health
- Social Sciences
**Facts and Figures - ScienceDirect**

- **30 million customers** in the academic, government, and corporate sectors
- **over 400 years** of publishing experience
- We have been publishing **Nobel Prize-winning work** by the most important scientists especially from Medicine, Physics, Chemistry and Economics

Our ~25% market share is greater than our next three competitors combined.

- Elsevier
- Wiley-Blackwell
- Springer
- AIP
- IOP
- IEEE
- APS
- Wolters Kluwer
- ACS
- Taylor & Francis

Albert Einstein
- Physics

George F. Smoot
- Physics

John C. Mather
- Physics

Roger D. Kornberg
- Chemistry

Craig C. Mello
- Medicine

Alexander Fleming
- Medicine

Niels Bohr
- Physics

Louis Pasteur
- Chemistry
Why use ScienceDirect?

1. Discover your research area globally, get full text information from journals and books.
2. Have proper references and get more citations.
3. Increase your visibility and collaboration.
4. Increase your funding opportunities.
How to utilize Science Direct to increase citations?

- Personalize Science Direct by registering it. Once you registered, you will be able to receive personalize recommendations based on your usage behavior.
To improve your research output and make a greater impact in your field, ScienceDirect empowers you to reach your goals by being more informed, more effective and more efficient:

**Personalized Recommendations**

Recommendations are delivered to your Inbox, and accessible anywhere you go! Also accessible in your Science Direct account

More than 1 million researchers are already using our Recommendations service.

Find out why…

“Provided me with articles I had previously not found... gave me new ideas for other application areas of the techniques I’m using…”

Merlijn Lobbes | Graduate student

“This morning’s recommendation was relevant to my lecture last week, so we were able to start class by reviewing and adding a new perspective.”

Sarah Longwell | Faculty

More information: https://www.sciencedirect.com/research-recommendations
How to utilize Science Direct to increase citations?

• Set alert to get email notifications when similar content is published
• See the type of document and your access type and download, check abstract or export it to reference management systems
How to utilize Science Direct to increase citations?

- Check recommended and cited articles, see what your peers used references
- Check the author list, check their relevant work
- Check references
How to utilize Science Direct to increase citations?

• Check the Plum Metrics of the document, evaluate them one by one.
• Plum Metrics are concrete metrics to showcase the impact of your research especially if you are an early researcher.
What is Plum Metrics?

By embedding the alt metrics, Scopus now visualizes scholarly engagement! It includes 5 categories of metrics:

**Usage** (clicks, downloads, views, library holdings, video plays)

**Captures** (bookmarks, code forks, favorites, readers, watchers)

**Mentions** (blog posts, comments, reviews, Wikipedia links)

**Social Media** (+1s, likes, shares, tweets)

**Citations** (citation indexes, patent citations, clinical citations)

Plum tracks activity from >50 platforms, and we continue to invest more:
How to utilize Science Direct to increase citations?

• Using proper tables, images and figures are utmost importance!
• Check Science Direct to see how your peers use them in which cases
Discover Mendeley to increase the chances of citation
How to utilize Mendeley?

Mendeley is a free research workflow tool and academic social network that enables and empowers researchers to organize their references, connect and inspire each other, store and share their data and find new career opportunities.

Mendeley has over 6.5 million users worldwide.
How to utilize Mendeley?

Mendeley is a great tool to find possible collaboration, funding and increase visibility. Having a profile in Mendeley and being an active user is important, check your peers’ publications and references.

Create an academic profile, upload your papers, link it to your Scopus profile, and publicize your research.

Explore your network! Find interesting contacts or public groups related to your interest especially if you are looking to identify an expert/author in a particular field.

Create and join groups, discuss your ideas and get inspired!

Read new topics, find ongoing research, follow curated bibliographies and get involved in discussions in public groups.
How to utilize Mendeley?

Using Reference Manager is utmost importance.

Most of the articles are rejected due to misspelling or wrong citation style.
Mendeley as a Reference Manager

- Your Mendeley Library is accessible from everywhere
- Through Literature Search feature, you will be able search for libraries of all Mendeley users and discover more content!
Mendeley as a Reference Manager

• Several ways are available to you to constitute your library:

  - Select a file or folder to add from your computer
  - Watch a folder
  - Add reference by manually entering details
  - Import from another reference manager, or BibTeX
  - Drag & drop pdf articles from your own desktop
Mendeley as a Reference Manager

• Several ways are available to you to constitute your library:

Mendeley Web Importer plug in allows you direct export of articles to your library. When reading articles even in Google Scholar, PubMed etc, you can click it and save it to your library.
Mendeley as a Reference Manager

Several ways are available to you to constitute your library:

Mendeley is interoperable with Science Direct and Scopus, by clicking ‘Save to Mendeley’ you can get references to your library.
Mendeley as a Reference Manager

• How to make citation?

In order to use the citation function, you’ll first need to install the citation plugin. This can be done via the Tools menu within Mendeley Desktop.

The citation plugin supports Microsoft Word for Windows and Mac and the free alternative LibreOffice for Windows, Mac, and Linux.
Mendeley as a Reference Manager

- How to make citation?

1. Insert Endnote
2. Insert Citation
3. Mendeley Citation Editor
Mendeley as a Reference Manager

- How to insert bibliography?

You can always select the style here from more than 8,000 styles.
Mendeley as a Reference Manager

• How to change the citation style?

You can type the name of the journal, and install the citation style.
Mendeley as a Reference Manager

• How to change the citation style?

If you can still not find the right style or you would like to customise an existing style you may want to try your hand at the CSL editor which will allow you to customise the styles. Simply visit https://csl.mendeley.com to access the editor.
Why collaboration matter?
Internationally collaborative articles are increasing

21.1% of all articles were internationally collaborative in 2017, up from 14.1% in 2004

Source: SciVal analysis of Scopus data, April 2018
What about University of Balamand?

74% of all articles were internationally collaborative in 2017, which is significantly higher than world average!

Source: SciVal analysis of Scopus data, September 2018
What about University of Balamand?

71% of all articles were written with an international collaboration in 2015-2017, its metrics are significantly higher; 21 citations per publication (while world average is 5.00) and 4.87 FWCI (while world average is 1.00).

<table>
<thead>
<tr>
<th>Metric</th>
<th>Publications</th>
<th>Citations</th>
<th>Citations per Publication</th>
<th>Field-Weighted Citation Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>International collaboration</td>
<td>71.2%</td>
<td>242</td>
<td>4,952</td>
<td><strong>20.5</strong></td>
</tr>
<tr>
<td>Only national collaboration</td>
<td>8.2%</td>
<td>28</td>
<td>78</td>
<td>2.8</td>
</tr>
<tr>
<td>Only institutional collaboration</td>
<td>14.7%</td>
<td>50</td>
<td>126</td>
<td>2.5</td>
</tr>
<tr>
<td>Single authorship (no collaboration)</td>
<td>5.9%</td>
<td>20</td>
<td>27</td>
<td>1.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metric</th>
<th>Publications</th>
<th>Citations</th>
<th>Citations per Publication</th>
<th>Field-Weighted Citation Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic-corporate collaboration</td>
<td>2.7%</td>
<td>9</td>
<td>3,422</td>
<td><strong>380.2</strong></td>
</tr>
<tr>
<td>No academic-corporate collaboration</td>
<td>97.3%</td>
<td>331</td>
<td>1,761</td>
<td>5.3</td>
</tr>
</tbody>
</table>

Importance of having researcher profiles
Why is it important to have profile?

Scopus researcher profile with prompt and up-to-date information

Mendeley profile to expand the network and showcase your research
Social Media
Share link of your article in Social media

Share link to your article

• Sharing your research and findings can help you make a greater impact in your community, leading to collaborations and potential new ideas and innovations.

• Following publication, Elsevier sends you a “share link”, which is a personalized and customized short link that provides 50 days of free access to anyone clicking the link. We encourage you to share this link on social media or on your institutional Webpage.

The more links there are to your article from a range of relevant Websites, the more readers you will attract and the higher your article will appear on search engine results!
Use Social Media

Online CV

• **ORCID** – a unique researcher identifier linking your name, research activities and articles. If you don’t already have one, you can register in [www.orcid.org](http://www.orcid.org) for an ORCID and add details of the article to your profile. If you have Scopus profile, you can add ORCID as well.

• **Scopus Profile** – includes around 12 million researcher profiles world wide, if an author has at least 2 articles in Scopus, his profile is created automatically. Keep it up-to-date so other can find you easily.

• **Social Media** - Every day scholarly articles receive 12,000 new mentions across social media, news and blogs. Ensure your CV is available in such platforms:
  - Share links to your articles.
  - Post regularly.
  - Know the influential people in your field.
  - Engage with others in discussions.
Use Social Media

Linkedin

• **Linkedin** is used professionally by 65% of researchers!

• Create a profile on [www.linkedin.com](http://www.linkedin.com), add a picture and your CV, and your publications; include any relevant honours and awards.

• Ensure that you are well represented by creating a profile and posting your latest accomplishments. On LinkedIn you can:
  • Share links to your articles, especially in relevant groups
  • Add images, such as your graphical abstracts
  • Add videos or your AudioSlides presentations
  • Reposition the publication section to a more prominent position on your profile
Use Social Media

Other Social Media

Even if these are popular tools, you can use them for professional purposes:

**Social media: Facebook**

- Share link to your articles, images, videos, AudioSlides
- Connect with like-minded research professionals
- Join/create groups catering for your field of expertise
- Create a fan page and invite fellow researchers

**Social media: Twitter**

- One third of all scholars are active on Twitter. It is a great way to share your current research, publications and links to new blogs.
- Follow other researchers and thereby increase your own following
- Post regular content and respond promptly
- Retweet and use images
YOU WILL GET NOTICED!

Getting noticed today means using the abundant online and social media tools available to better promote your research findings and publications. As a result:

- Your research becomes more visible
- You will attract more readers
- You will increase citations
- You will build a stronger reputation
- You will expand your professional network

The online efforts that you make today will make you stronger offline tomorrow- **so get involved, and get noticed!**