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Academic Social Networking Sites: Improves Research Visibility and Impact

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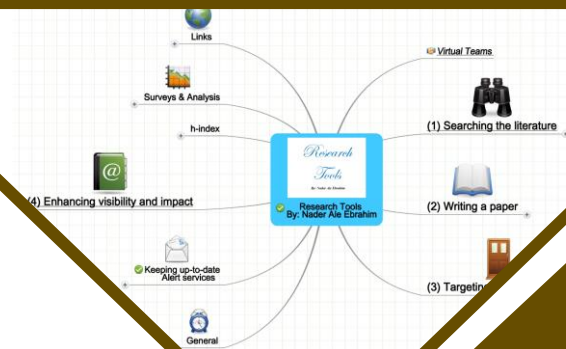


www.researcherid.com/rid/C-2414-2009

<http://scholar.google.com/citations>



11th October 2017



All of my presentations are available online at:

https://figshare.com/authors/Nader_Ale_Ebrahim/100797

Link to the presentation: <https://doi.org/10.6084/m9.figshare.5048413.v1> (Old Version)

6th SERIES OF INTRODUCTORY WORKSHOP ON: ***Strategies to Enhance Research Visibility, Impact & Citations***

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www.researcherid.com/rid/C-2414-2009

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Read more:

1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. ["Optimize Your Article for Search Engine"](#). *University of Malaya Research Bulletin* 2.1 (2014): 38-39.

Abstract

Abstract: Researchers need to remove many traditional obstacles to disseminate and outreach their research outputs. Academic social networking allows you to connect with other researchers in your field, share your publications, and get feedback on your non-peer-reviewed work. The academic social networking, making your work more widely discoverable and easily available. The two best known academic social networking are ResearchGate and Academia.edu. These sites offer an instant technique to monitor what other people are looking at in your field of research. Both networks offer roughly the same features. ResearchGate is more closely focused on collaboration and interaction, while Academia.edu often functions more as an academic version of LinkedIn, with an online CV and as a place to share your publications.

Keywords: Academic Social Network Site, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic Impact

DATE	TIME	TOPIC
23 August 2017	9.00 a.m.—12.00 p.m.	Where to publish? A Journal selection procedure for receiving the highest citation and impact
6 September 2017	9.00 a.m.—12.00 p.m.	Essential steps to write a Bibliometric paper
13 September 2017	9.00 a.m.—12.00 p.m.	New systems for measuring research impact
20 September 2017	9.00 a.m.—12.00 p.m.	Boosting Research Citation and Visibility through Online Profile
27 September 2017	9.00 a.m.—12.00 p.m.	Reference management tools for Boosting the Research Visibility and Impact
4 October 2017	9.00 a.m.—12.00 p.m.	Optimize articles for search engine to improve research visibility
11 October 2017	9.00 a.m.—12.00 p.m.	Academic Social Network for Enhancement of Research Visibility and Impact
25 October 2017	9.00 a.m.—12.00 p.m.	Analysis of Bibliometrics information for selecting the best field of study
1 November 2017	9.00 a.m.—12.00 p.m.	How to select a brand name for your research interest?

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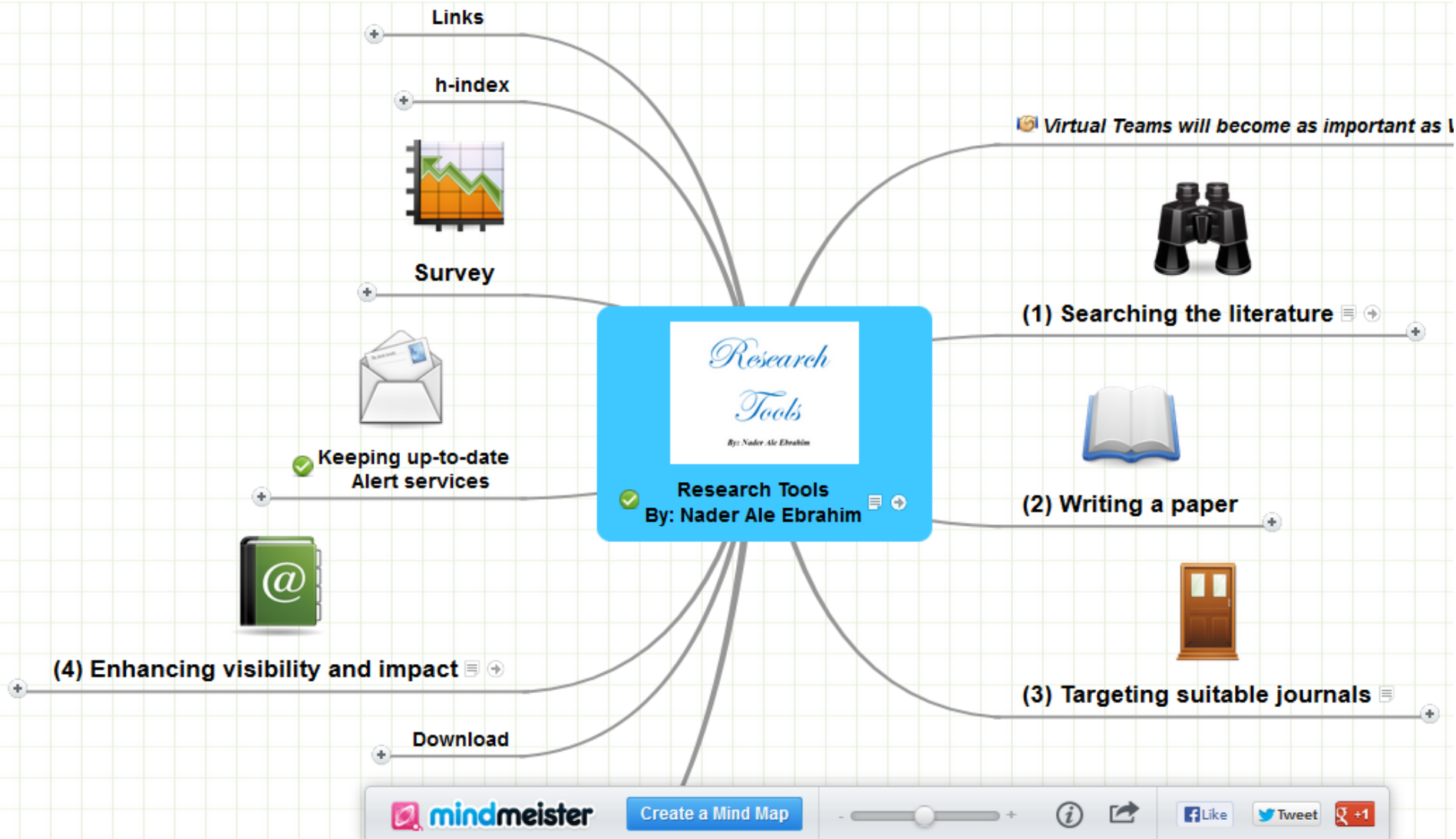


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*Researcher, Rathenau
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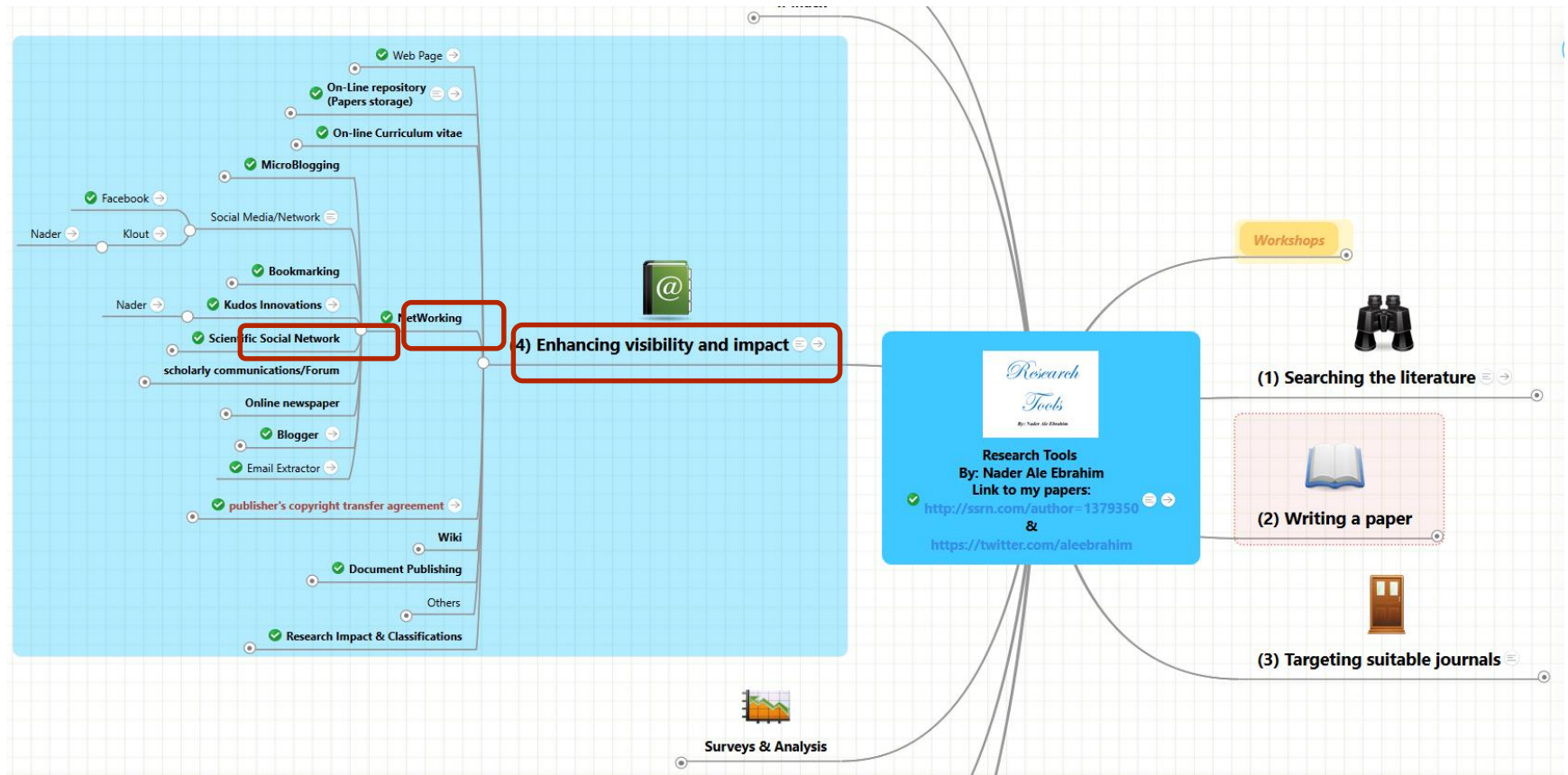


**VIVIANE CÁSSIA PEREIRA,
M.SC.**
*Consultant in health
technology assessment,
Brazil*

Research Tools Mind Map



Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking



Things to do when a paper comes out: a checklist

1. Write a [blog-post](#) on SV-POW!
2. Create a [new page](#) about paper in the SV-POW! sidebar.
3. Add the [full-resolution figures](#) to the sidebar page.
4. Update my [online publications list](#).
5. Update my [University of Bristol IR page](#).
6. Update my [ORCID page](#).
7. Update my [LinkedIn page](#).
8. Mendeley, if you do it (I don't).
9. ResearchGate, if you do it (I don't).
10. Academia.edu, if you do it (I don't).
11. Keep an eye on [the new taxon's Wikipedia page](#) (once it exists).
12. Add the paper to [the Paleobiology Database](#) (or ask someone to do it for you if you're not authorised). [Credit: Jon Tennant]
13. Tweet about it! [Credit: [Matt Hodgkinson](#)]
14. Update Google Scholar, if it doesn't pick up on the publication on its own [Credit: Christopher Taylor]
15. Post on Facebook [Credit: Andy Farke]
16. Send PDF to the institution that hosts the material [Credit: Andy Farke]
17. Email colleagues who might be interested [Credit: Andy Farke]
18. Write short popular language account for your institution if applicable [Credit: Andy Farke]
19. Submit any silhouettes to [PhyloPic](#) [Credit: Mike Keesey]

Quick Reference Cards for Research Impact Metrics

Librarian Quick Reference Cards for Research Impact Metrics

Metrics illuminate the impact of research outputs. When meeting with students, researchers, deans or department heads, the metrics — found on Elsevier products or via other sources — on these quick reference cards can help you to:

- Prioritize Reading:** Journal Impact Factor, CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index
- Recommend Where to Publish:** CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index, Journal Impact Score
- Add to Online Researcher Profiles:** CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index, Journal Impact Score
- Enrich Promotion & Feature Portfolio:** CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index, Journal Impact Score
- Develop Collections:** CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index, Journal Impact Score
- Benchmark a Collection of Research Outputs:** CiteScore, Scopus H-index, Journal Impact Score, Journal Impact Index, Journal Impact Score

DOCUMENT | AUTHOR | JOURNAL

CITATION COUNT
of citations received by an individual
A simple measure of attention for a particular article, journal or researcher in a field of interest. It is important to consider the quality of the citations, not just the quantity. (Citation frequency) (Citation quality)

DOCUMENT COUNT
of items published by an individual
A measure of the volume of research output. It is important to consider the quality of the research, not just the quantity. (Research quality) (Research quantity)

FIELD-WEIGHTED CITATION IMPACT (FWCI)
of citations weighted by the field
A measure of the impact of a document, taking into account the field of the document and the field of the citing document. (Field of document) (Field of citing document)

H-INDEX
of articles in the top h% of the field
A measure of the impact of a researcher, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

CITESCORE
of citations received by a journal
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

SCIMAGO JOURNAL RANK (SJRI)
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

SOURCE NORMALIZED IMPACT PER PAPER (SNIP)
of citations received by a journal
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

JOURNAL IMPACT FACTOR
of citations received by a journal
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

PERCENTILE BENCHMARK (ARTICLES)
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

OUTPUTS IN TOP PERCENTILES
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

SCHOLARLY ONLINE
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

SCHOLARLY COMMENTARY ONLINE
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

SOCIAL ACTIVITY ONLINE
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

MEDIA MENTIONS
of articles in the top h% of the field
A measure of the impact of a journal, taking into account the number of articles and the number of citations. (Number of articles) (Number of citations)

Library Connect
Join the conversation:
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Source: <https://libraryconnect.elsevier.com/metrics>



of citations accrued since publication

A simple measure of attention for a particular article, journal or researcher. As with all citation-based measures, it is important to be aware of citation practices. The paper “Effective Strategies for Increasing Citation Frequency” lists 33 different ways to increase citations.

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2344585

Source: <https://libraryconnect.elsevier.com/metrics>



Way academics use ASNS?

	M	SD
Information consumption	2.48	1.1
Tracking the reading and citation of my articles	2.49	1.39
Downloading others' articles	2.47	1.43
Information sharing	2.02	1.00
Uploading my published full-text articles	2.37	1.42
Uploading abstracts of articles and/or links to journals in which they were published	1.58	1.13
Interaction	1.82	1.00
Replying to questions addressed to me by others	2.14	1.26
Responding to others' articles	1.48	.94

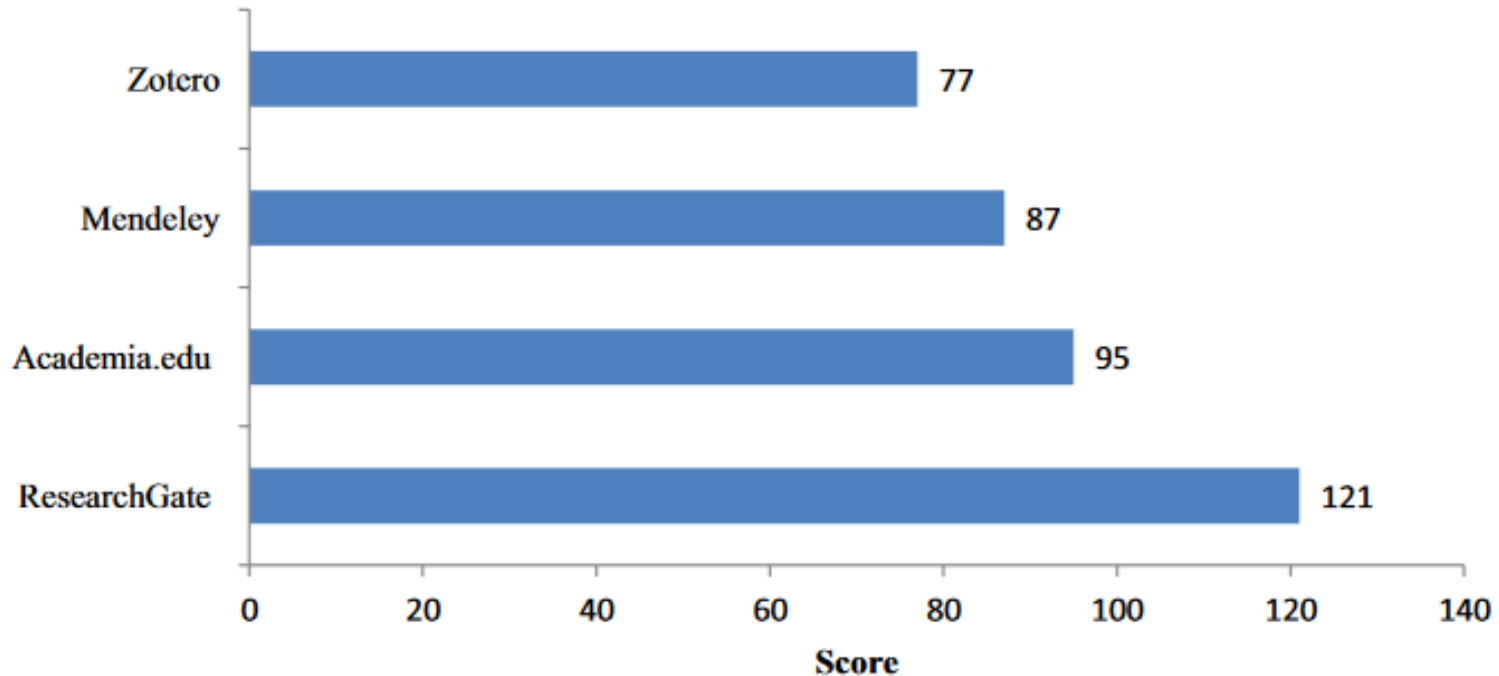
Source: Meishar-Tal, H., & Pieterse, E. (2017). Why Do Academics Use Academic Social Networking Sites? *2017, 18*(1). doi:10.19173/irrodl.v18i1.2643

Way academics use ASNS?

Self-promotion and ego-bolstering

Self-promotion and ego-bolstering	M	SD
Share my knowledge with others	2.76	1.48
Know how often my articles are viewed	2.73	1.41
Increase the readership of my studies	2.68	1.50
Enhance my professional reputation	2.68	1.42
Enjoy seeing that my articles are of interest to other researchers	2.65	1.48
Make it more likely that others will cite my articles	2.57	1.47
Know how often my articles are cited	2.47	1.36
Feel gratified that my research is viewed	2.42	1.47
Satisfy my curiosity about the popularity of my articles	2.42	1.47

Total score attained by the four popular ASNSs



Source: Bhardwaj, R. K. (2017). Academic social networking sites: Comparative analysis of ResearchGate, Academia.edu, Mendeley and Zotero. *Information and Learning Science*, 118(5/6), 298-316. doi:doi:10.1108/ILS-03-2017-0012

How is the Altmetric score calculated?

The score is a weighted count

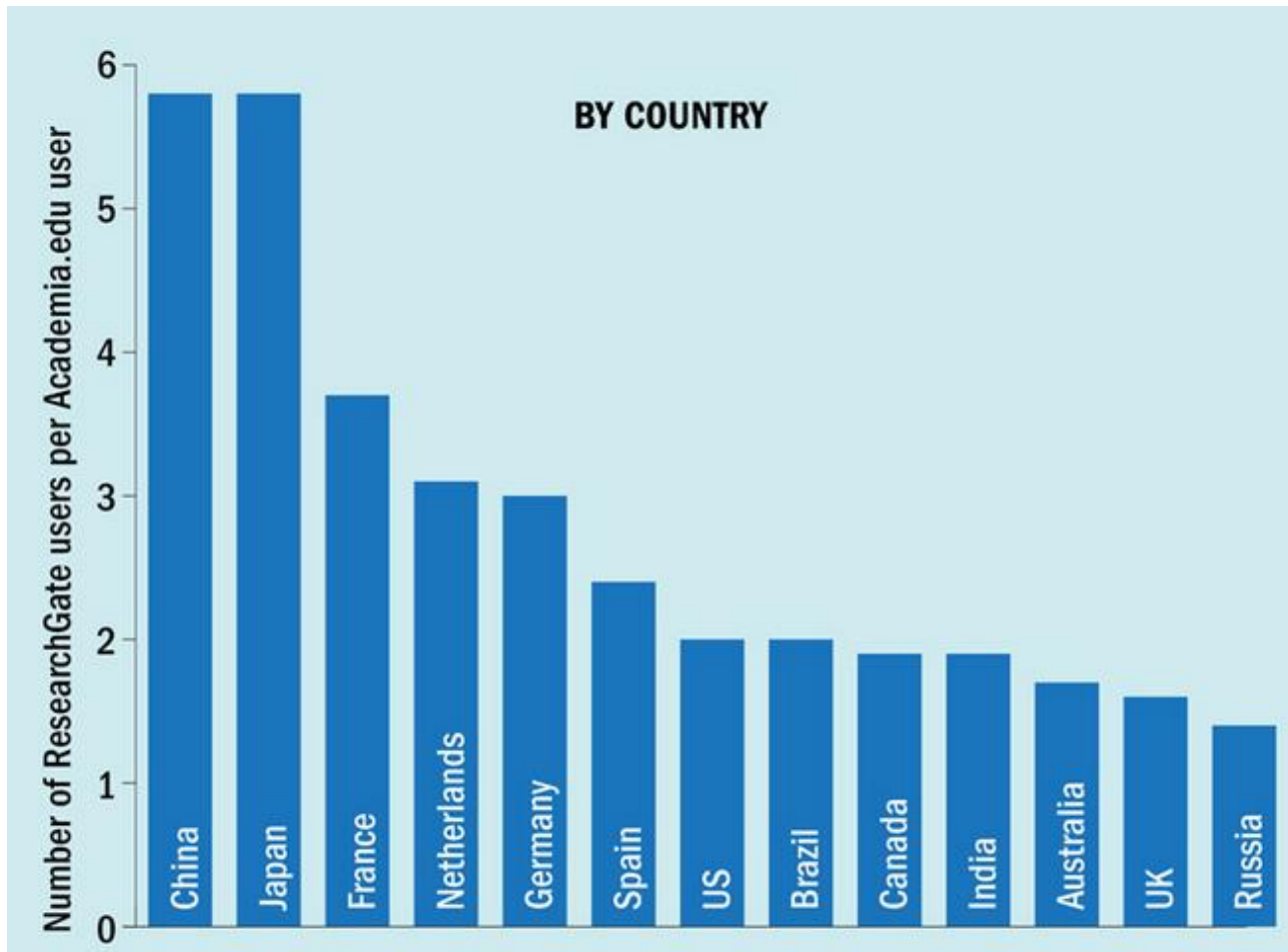
The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+	1

Comparison of tools across ASNSs

ASNS	Academia.edu	ResearchGate	Mendeley	LinkedIn	ImpactStory
Discussion Boards	0	√	√	√	0
File Repository	0	0	√	0	0
Email/Message	√	√	√	√	0
Citation Count	0	√	0	0	√
Alt Metrics	√	√	0	0	√
Public Profile	√	√	√	√	√
Group Space	0	0	√	0	0
Reference Management	0	0	√	0	0
Collaborative Document Processing	0	0	√	0	0
Network Visibility	√	√	√	√	0
Upload Publications	√	√	√	√	√
Link to Social Media Sites.	√	√	√	√	√

The results suggest that ResearchGate is more than twice as popular as Academia.edu.



Academia.edu officially has four times as many registered users as ResearchGate.

Why academia.edu

ACADEMIA

LOG IN

Join 52,147,539 Academics

Academia is the easiest way to share papers with millions of people across the world for free. A [study](#) recently published in *PLOS ONE* found that papers uploaded to Academia receive a 69% boost in citations over 5 years.

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Network

- Build your network – make sure you have dynamic diverse networks
- Join networks such as LinkedIn, ResearchGate or Academic.edu

See more at: <http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994>

ResearchGate: Disseminating, communicating, and measuring Scholarship?

ResearchGate: Disseminating, Communicating and Measuring Scholarship?¹

Mike Thelwall, Kayvan Kousha

Statistical Cybermetrics Research Group, School of Mathematics and Computer Science,
University of Wolverhampton, Wulfruna Street, Wolverhampton WV1 1LY, UK.

ResearchGate is a social network site for academics to create their own profiles, list their publications and interact with each other. Like Academia.edu, it provides a new way for scholars to disseminate their publications and hence potentially changes the dynamics of informal scholarly communication. This article assesses whether ResearchGate usage and publication data broadly reflect existing academic hierarchies and whether individual countries are set to benefit or lose out from the site. **The results show that rankings based on ResearchGate statistics correlate moderately well with other rankings of academic institutions**, suggesting that ResearchGate use broadly reflects traditional academic capital. Moreover, while Brazil, India and some other countries seem to be disproportionately taking advantage of ResearchGate, academics in China, South Korea and Russia may be missing opportunities to use ResearchGate to maximise the academic impact of their publications.

Source: Thelwall, M. and Kousha, K. (2015), ResearchGate: Disseminating, communicating, and measuring Scholarship?. Journal of the Association for Information Science and Technology, 66: 876–889. doi: 10.1002/asi.23236

Become an active contributor on ResearchGate, Academia.edu and Google Scholar

Psychological Science Agenda | February 2017

FROM THE SCIENCE STUDENT COUNCIL

Academic social networking websites

A guide to managing your online presence.

By Joshua C. Palmer and Justin Strickland

Over the last two decades, the development of new and readily accessible means of communication, particularly the growth of social networking platforms, have changed the way we view the world and interact with others. Individuals now have the unprecedented opportunities to connect with peers and colleagues, seek out new information and disseminate new ideas to the broader public. For the scientific community, social networking platforms provide a low-cost way to create a personal brand or identity (Dutta, 2010) and develop a professional online presence (Donelan, 2015). In this article, we will discuss the benefits of managing your online presence in order to leverage social networking platforms to advance your scientific endeavors and professional career.

Become an active contributor on ResearchGate, Academia.edu and Google Scholar

A variety of academic social networking platforms, including [ResearchGate](#), [Academia.edu](#) and [Google Scholar](#), have gained popularity over the past decade (Ovadia, 2014). A common capability of many of these academic social

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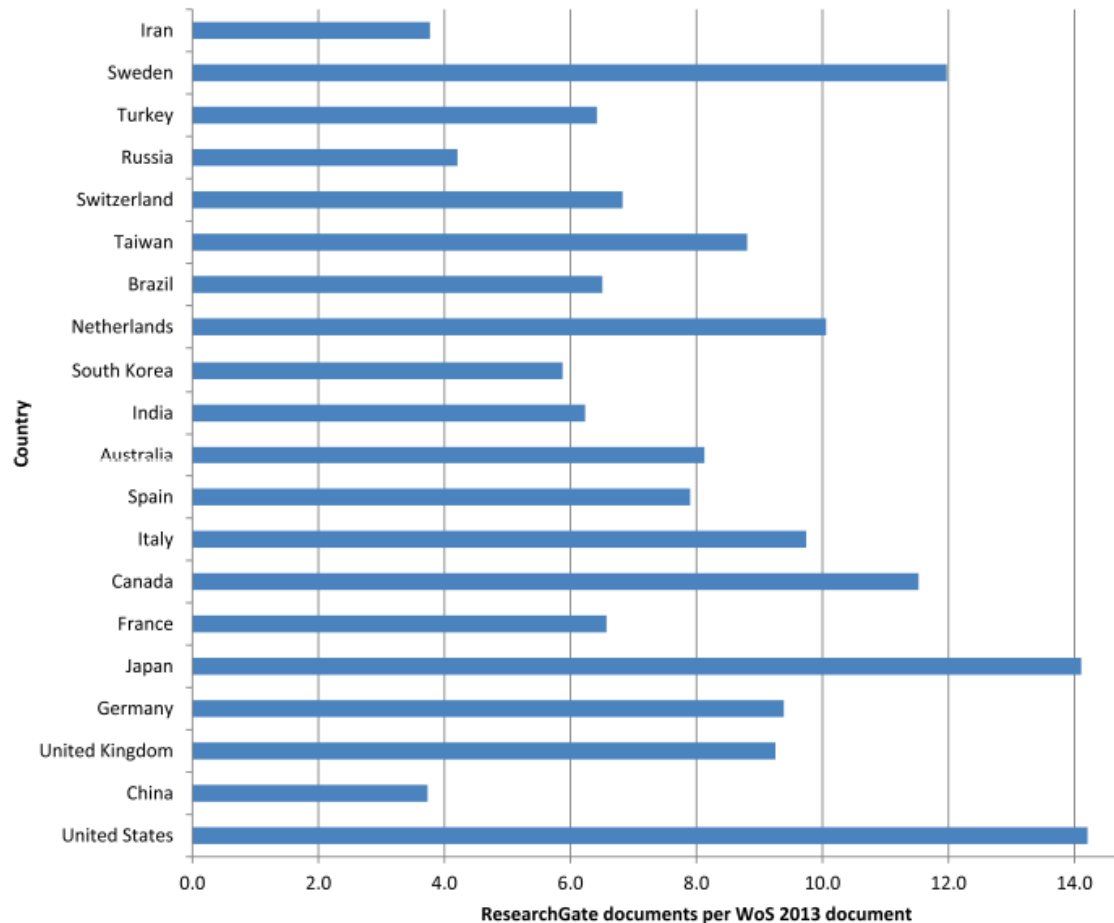
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- [Magazine Article](#) (411)
- [Newsletter](#) (95)
- [Journal](#) (90)

[More resources \[+\]](#)

Source: <http://www.apa.org/science/about/psa/2017/02/academic-social-networking.aspx>

The ratio of ResearchGate publications to WoS 2013 publications for the top 20 countries for total WoS publications in 2013. Countries are listed in order of total WoS publications.



Source: Thelwall, M. and Kousha, K. (2015), ResearchGate: Disseminating, communicating, and measuring Scholarship?. Journal of the Association for Information Science and Technology, 66: 876–889. doi: 10.1002/asi.23236

Make a ResearchGate profile

- **ResearchGate** is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a study by Nature and an article in Times Higher Education, it is the largest academic social network in terms of active users.
- **ResearchGate** claims 9 million scientists as users.



Source: <https://en.wikipedia.org/wiki/ResearchGate>

Make a ResearchGate profile

- **Step 1: Create an account (Click to navigate to ResearchGate)**
- **Step 2: Add publications**
- **Step 3: Find other Researchers & Publications**
- **Step 4: ResearchGate Score & Stats**
- **Step 5: Q&A**



Step 2: Add publications

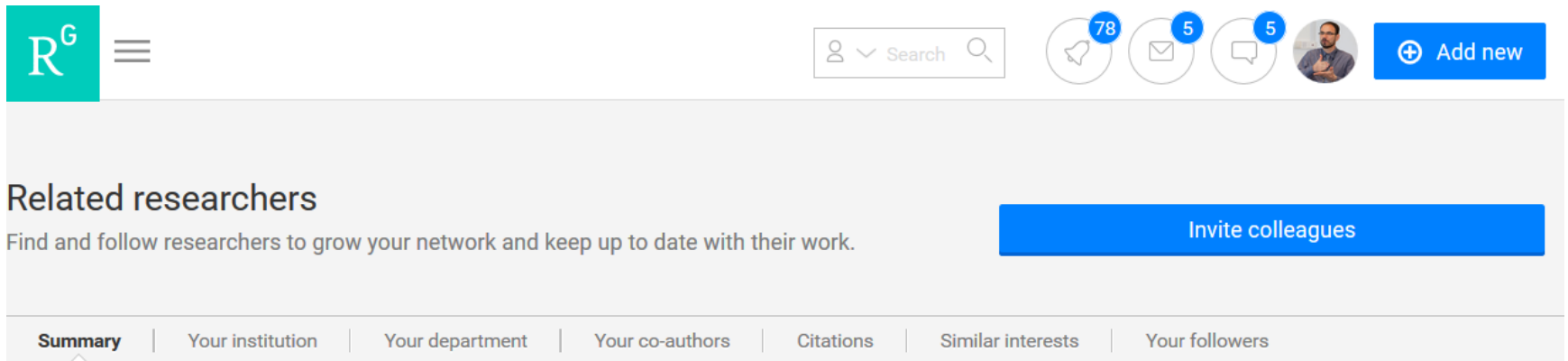
ResearchGate makes it easy for you to add your publications as well as your unpublished work to your profile. To add your research such as journal articles, conference papers, and other publications such as books, chapters, and technical reports, go to your profile and select the type of publication from the drop-down list by clicking in the blue box in the top right-hand corner.

Once you've added your publications and research to your profile, they'll be listed under your Contributions tab.



Source: <https://explore.researchgate.net/display/support/Adding+research>

Step 3: Find other Researchers & Publications



The screenshot displays the ResearchGate (R^G) user interface. At the top left is the R^G logo and a hamburger menu icon. To the right is a search bar with a dropdown arrow, a magnifying glass icon, and the text 'Search'. Further right are three circular notification icons: a bell with '78', an envelope with '5', and a speech bubble with '5'. Next to these is a user profile picture and a blue 'Add new' button with a plus icon. Below the top navigation bar is a grey section titled 'Related researchers' with the subtitle 'Find and follow researchers to grow your network and keep up to date with their work.' and a blue 'Invite colleagues' button. At the bottom is a horizontal menu with tabs: 'Summary' (active), 'Your institution', 'Your department', 'Your co-authors', 'Citations', 'Similar interests', and 'Your followers'.



Step 4: ResearchGate - Stats

You can see an **overview of your stats in one simple, interactive graphic.**

You'll find more information on how often your work has been downloaded and cited, and, if the researcher permits it, by whom. This offers a unique opportunity to connect with peers who are interested in your research.

You will also get more information on which country and institution interested researchers come from, as well as which of your publications are downloaded most each week.



Source: <https://www.researchgate.net/blog/post/your-new-stats-page>

Step 5: Asking questions & Adding answers

Q&A is where you can ask research-related questions and get them answered by other specialists. It's also the best place for you to share your knowledge, connect with researchers, and identify yourself as an expert in your field.

ResearchGate's Q&A recommendations take your unique set of skills and expertise into account to present you with the most relevant discussions in your field – you can find these questions under **Questions we think you can answer** on the right-hand side of your Q&A overview page. Make sure you keep your research skills and expertise up to date to get the best recommendations.

You can also browse questions and answers using the other three filters: **Recent questions in your field**, **Questions you follow**, and **Questions you asked**. You can search for topics using the searchbar on the right-hand side (pictured below), which will show questions which were tagged with that topic. You can also search ResearchGate to find more questions.



Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

AUTHOR NAME	SEPTEMBER 10 th (2015)	NOVEMBER 9 th (2015)	MISMATCH (%)
	PROFILE VIEWS	PROFILE VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. *EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress*,. doi:10.13140/RG.2.1.4814.4402

Academia.edu

Academia.edu is a platform where you can share research papers, monitor deep analytics around the impact of your research, and track the research of academics you follow. Placing your publications and presentations on social media will make it easier for others to encounter your work, not only because they are available on a social network, but also because they improve the search engine optimization (SEO) of your research. A recent study found that papers uploaded to Academia.edu receive a 73% boost in citations over 5 years.



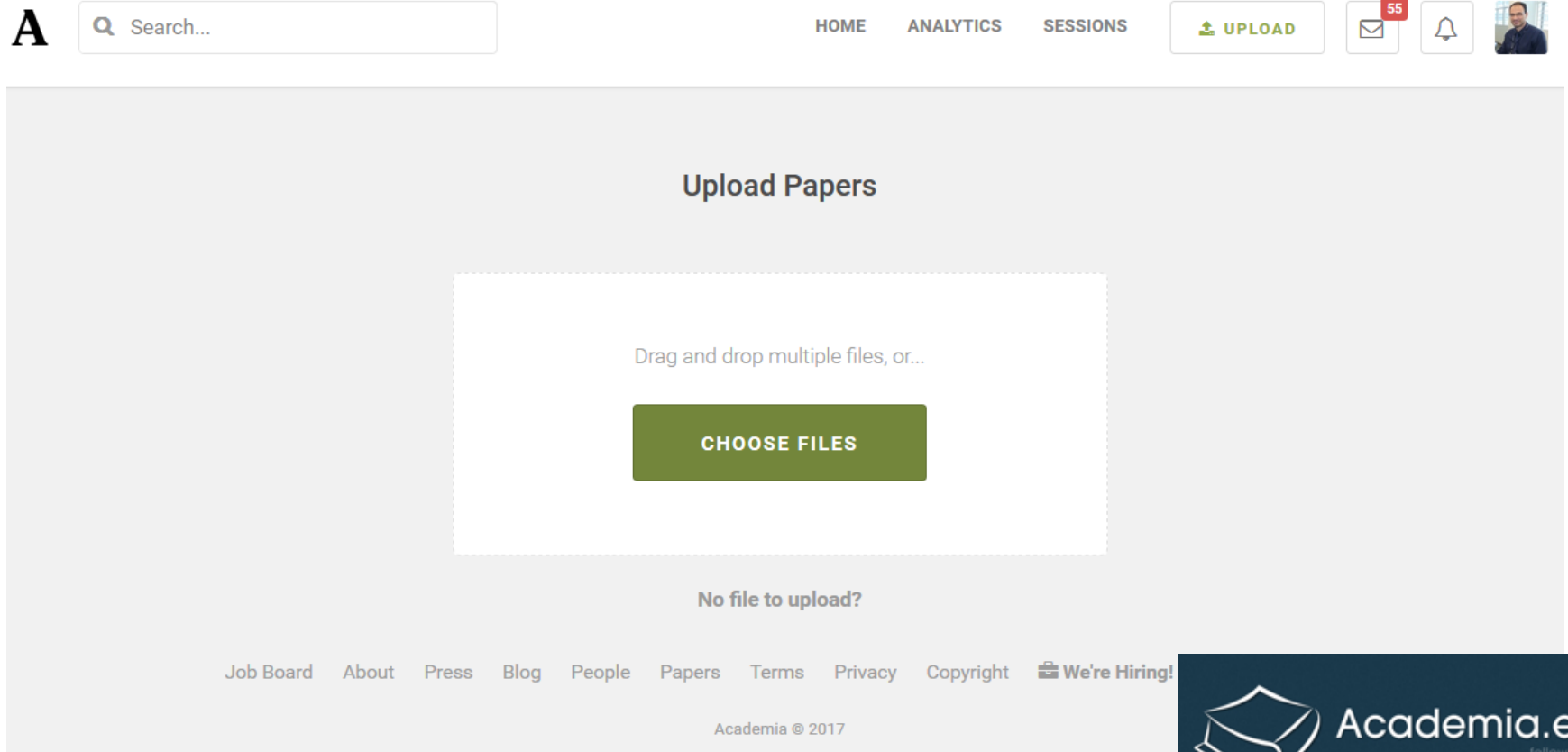
Source: <https://www.usq.edu.au/library/getting-help/research-support/research-impact/social-media-for-researchers>

Make a profile on Academia.edu

- **Step 1: Create an account (click to navigate to Academia.edu)**
- **Step 2: Post a publication or two**
- **Step 3: Add your affiliation to your profile**
- **Step 4: Add your research interests**
- **Step 5: Connect with your colleagues who are already on Academia.edu**
- **Step 6: Check out your analytics**



Step 2: Uploading Papers



How do I add a single paper?

Step 3: Add your affiliation to your profile

- **Editing Your Profile**
- [Profile Overview](#)
- [Editing My Profile](#)
- [Editing Your Name](#)
- [Editing Your Profile Picture](#)
- [Adding or Editing Your Affiliation](#)

Source: <http://support.academia.edu/>



Step 4: Add your research interests

The research interests that you attach to your paper allow your it to be shown outside of your profile. Your paper will appear in any searches for that particular research interest in the "documents" section (more about this [here](#)), and may appear in the newsfeeds of other users who share the research interests you have tagged. The research interests you attach to your paper can be viewed on your profile by selecting "More" under the title of your paper. There, you'll see the first three or four research interests attached to your paper.



Source: <http://support.academia.edu/customer/en/portal/articles/2250602-editing-your-research-interests>

Step 6: Academia Analytics

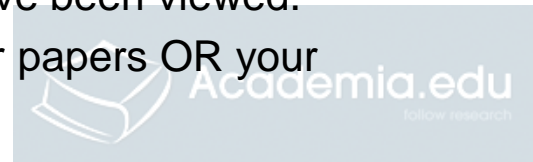
You can view an extraordinary amount of information about how students, researchers, and academics view your profile and your papers by reviewing your Academia analytics.

You can view the analytics associated with your account for the past 30 days or the past 60 days. You can also export your data as a CSV.

The top of your analytics page will display an overview of users who have viewed your profile and papers.

Paper views indicate the amount of times all of your papers have been viewed.

Unique visitors is how many individual people have visited your papers OR your profile.



Source: <http://support.academia.edu/customer/en/portal/articles/2313235-analytics-overview>

LinkedIn for researchers

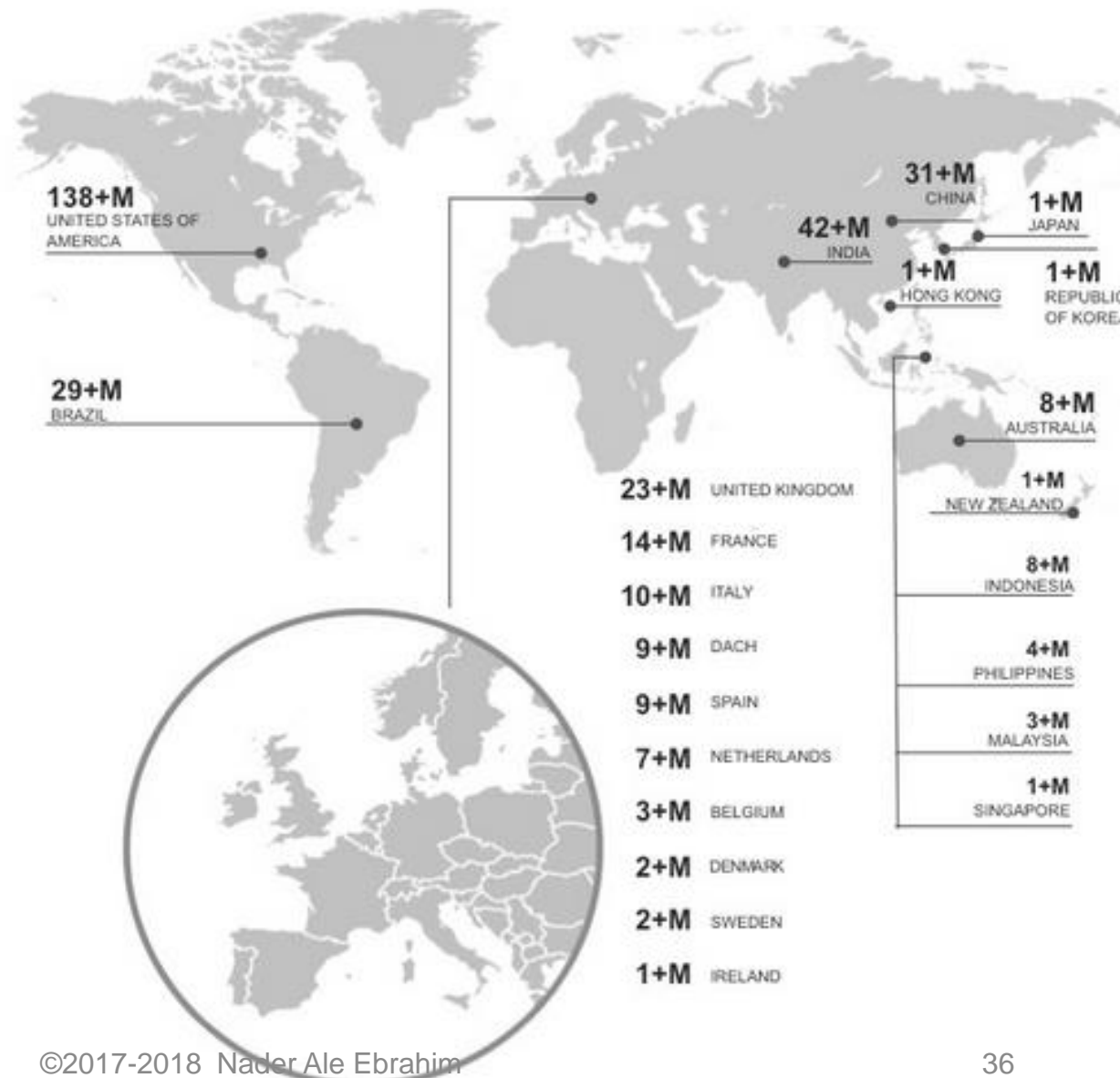
- **What is LinkedIn?**

LinkedIn (www.linkedin.com/) is a professional networking site. It allows you to create a profile that summarises your professional expertise and accomplishments. It helps to set up connections with other professionals, and the network grows with time. The network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts.

Why LinkedIn?

- The world's largest professional network
- Collaboration opportunities
- Share your research findings
- Extend connections
- Group discussions

500,000,000+
REGISTERED MEMBERS



Promoting your Research

The screenshot shows the UTS Library website. At the top, there's a navigation bar with links: UTS, Staff directory, Campus maps, Newsroom, What's on, and a search bar labeled 'Search Library Website...'. Below this is a blue banner with the UTS Library logo and icons for Find, Facilities, Borrow, Research, Learning, UTS ePress, Open Access, About Us, and Help. A search bar below the banner contains the text 'books, journals and subject resources'. The main content area has a breadcrumb trail: Home > Research > Promoting your Research. The title 'Promoting your Research' is prominently displayed. Below the title, there are two paragraphs of text. The first paragraph states: 'In this competitive environment, there are many tools and strategies researchers can adopt to promote their research and interact with scholarly communities around the world.' The second paragraph states: 'Many researchers are recognising the rapidly evolving role of social media in academic communication. Social media gives researchers a way to instantly connect and engage with communities around the world.' To the right of the second paragraph is a link that says 'expand all'. Below the text is a list of links: Blogging, Twitter, and Social Networking sites: Academia.edu, Research Gate, Mendeley and LinkedIn. To the right of the main content area is a sidebar titled 'Research' with a 'Log in' button. The sidebar contains a list of links: Copyright for Research, Data Archives, Data Management, Finding and Managing Information, Getting Published, Measuring Research Impact, Promoting your Research (which is expanded to show sub-links: Conferences, Research Organisations, Research Blog, Research Tools, and Research Workshops), and a partially visible link at the bottom.

UTS Staff directory Campus maps Newsroom What's on Search Library Website...

UTS: Library Find Facilities Borrow Research Learning UTS ePress Open Access About Us Help

Search | books, journals and subject resources ▼

Home > Research > Promoting your Research

Promoting your Research

In this competitive environment, there are many tools and strategies researchers can adopt to promote their research and interact with scholarly communities around the world.

Many researchers are recognising the rapidly evolving role of social media in academic communication. Social media gives researchers a way to instantly connect and engage with communities around the world.

[expand all](#)

- ▶ [Blogging](#)
- ▶ [Twitter](#)
- ▼ [Social Networking sites: Academia.edu, Research Gate, Mendeley and LinkedIn](#)

There are several social networking sites specifically designed for academics or industry professionals. These sites allow you to share your experience, link to your papers, keep a CV and find and follow your peers. Creating profiles on one or more of these sites make you and your research more findable, particularly if you don't have an official staff profile at UTS (e.g. casuals and PhD students).

Research

[Log in](#)

- [Copyright for Research](#)
- [Data Archives](#)
- ▶ [Data Management](#)
- ▶ [Finding and Managing Information](#)
- ▶ [Getting Published](#)
- [Measuring Research Impact](#)
- ▼ [Promoting your Research](#)
 - [Conferences](#)
 - [Research Organisations](#)
 - [Research Blog](#)
 - [Research Tools](#)
 - [Research Workshops](#)

Step 5: Connect with your colleagues

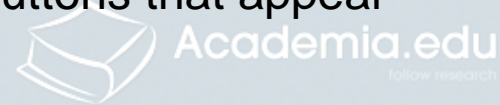
What does following mean?

Following another person means that you'll see updates from them on your newsfeed. For example, you may see the papers that they bookmark, when they upload new papers or drafts, or the comments they make on any sessions they're a part of.

How do I follow another user?

To follow an Academia.edu user, click the green **Follow** button at the top of their profile page.

You'll be able to find more people similar to this user if you connect your site to Google or Facebook. You can do that easily by clicking the buttons that appear after you've clicked "follow," if you're not already connected.



Source: <http://support.academia.edu/customer/en/portal/articles/1388736-following-and-unfollowing-other-researchers>

LinkedIn: Quick Tips on How to Promote Your Book

ELSEVIER SciTech Connect

[Subjects](#) [Resources](#) [Events](#) [Contact](#) [Store](#)

LinkedIn: Quick Tips on How to Promote Your Book

In a [previous post](#), we detailed how to register for, setup and create a LinkedIn account and profile. Now that you've completed your profile, it's time to expand your LinkedIn presence and start networking. Use the following quick tips to leverage your LinkedIn profile to give your book additional attention.



Ready, Set – Network

Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

Source: <http://scitechconnect.elsevier.com/resources/author-connect/linkedin-quick-tips-promote-book/>

The effective use of LinkedIn by Sheffield Hallam University staff and students

Connected U



Case Studies

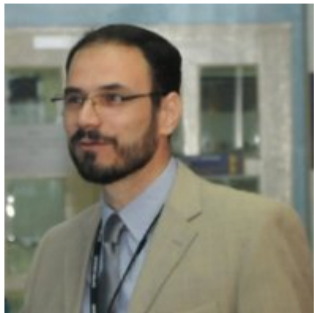
These Connected U case studies about the use of LinkedIn confirm the importance of developing and maintaining an online profile for student employability and for academic professional presence. 16 written case studies and 12 video case studies were produced. Each tell a story and contain guidance based upon a range of experiences in using and promoting the use of LinkedIn. This [overview of case studies](#) introduces the respondents and summarises the main conclusions.

18/05/2015

Who's viewed your profile

Who's viewed your posts

How you rank for profile views



You rank in the **top 2%** for profile views among your connections.

#68 out of 3,760

▲ **2%** in the last 30 days

20/05/2016

Who's viewed your profile

Who's viewed your posts

How you rank for profile views



You rank in the **top 1%** for profile views at University of Malaya.

#3 out of 4,223

Your rank has held steady in the last 7 days



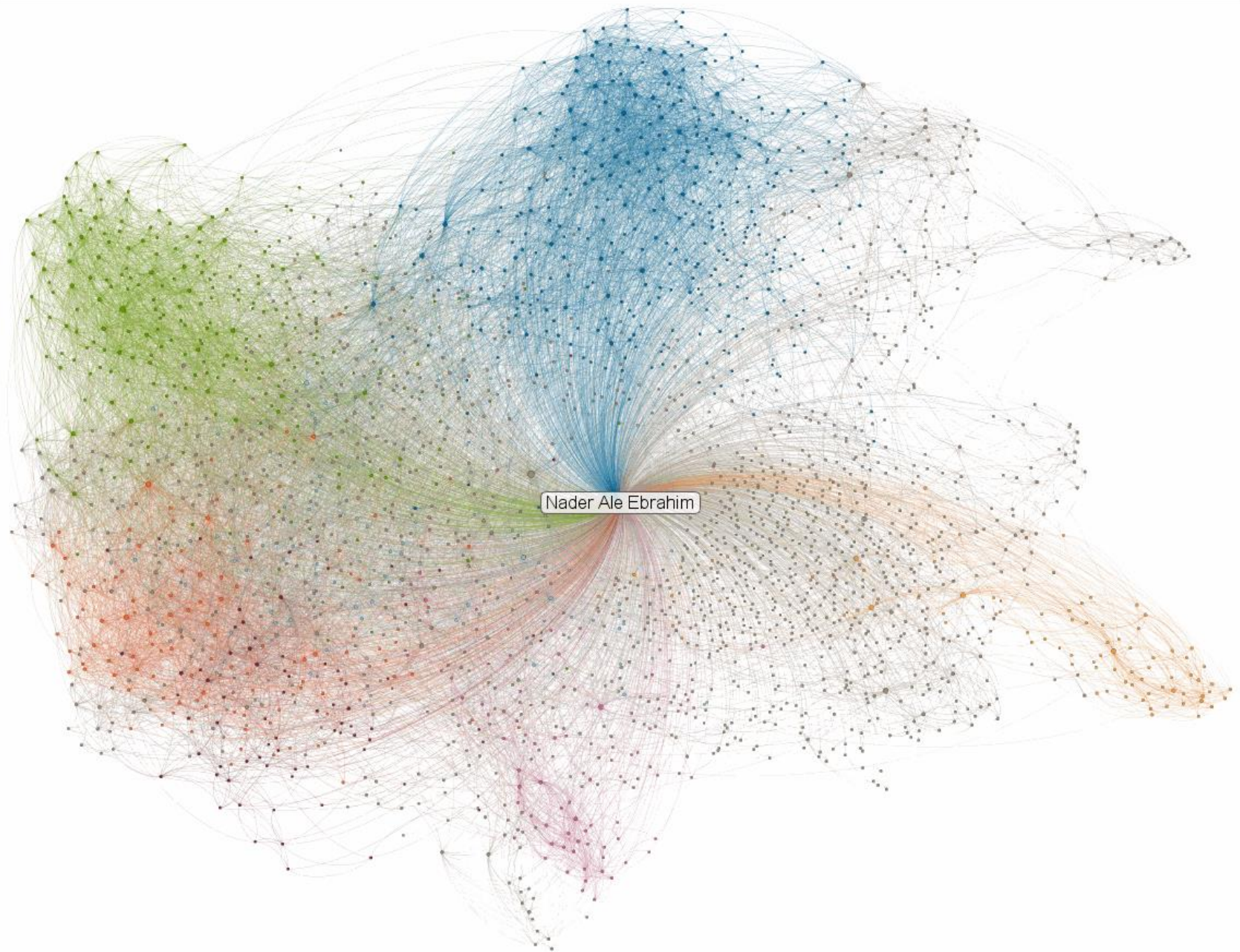
Your connections
4,997 members



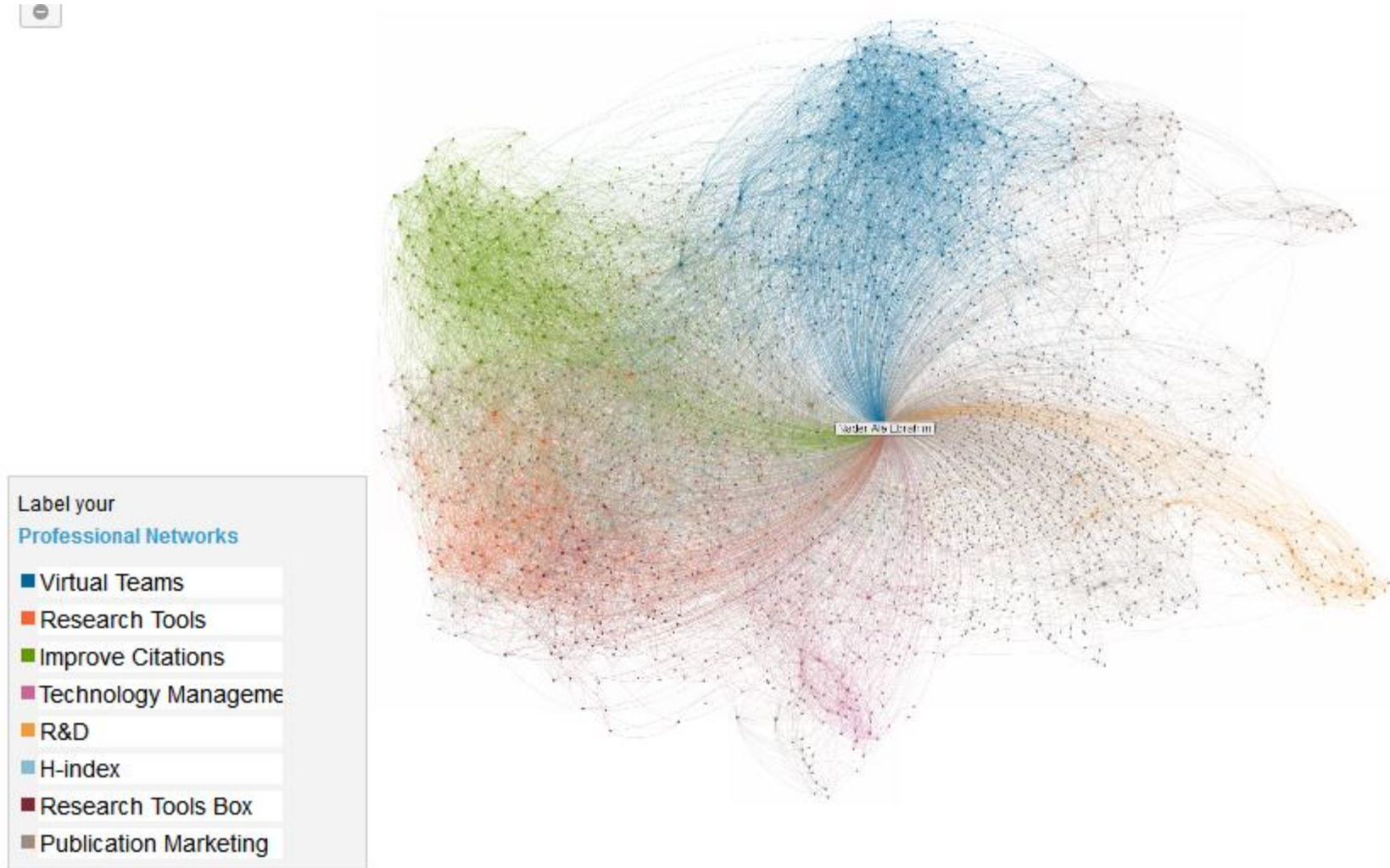
Your company
4,223 members



Professionals like you



Nader Ale Ebrahim's LinkedIn Map





Nader Ale Ebrahim

PhD, Research Fellow, Creator of "Research Tools", Technology Management
Consultant, Virtual Teams expert
Centre for Research Services, IPPP, University of Malaya • Universiti Malaya
Kuala Lumpur, Malaysia • 500+

Top 1% most viewed LinkedIn profiles for 2012. Creator of "Research Tools" Box. Nader Ale Ebrahim holds a PhD degree in Technology Management from the Department of Engineering Design and Manufacture, Faculty of Engin...

[See more](#)

Your Articles & Activity

7,943 followers | [Manage followers](#)

IMPROVING RESEARCH VISIBILITY AND IMPACT



IMPROVING RESEARCH VISIBILITY AND IMPACT

Nader Ale Ebrahim, from the University of Malaya walks us through the many processes and challenges that he has encountered in his research and research management activities.

Improving Research Visibility and Impact

Nader Ale Ebrahim on LinkedIn



Academic Social Network Sites: a rough guide for researchers

Nader shared this



The A to Z of social media for academia

Nader shared this



Why Do Academics Use Academic Social Networking Sites?

Nader shared this

[See 154 more articles](#)

[See all activity](#)

How to promote your work through LinkedIn

WILEY

Wiley Exchanges

About

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Discover the Future of Research

How to promote your work through LinkedIn

Posted in [Discover the Future of Research](#) on May 1, 2014 3:00:06 AM



Image courtesy of Forbes



Meredith Katz
Author Marketing, Wiley

2013 marked professional networking site LinkedIn's ten year anniversary. By the end of its first decade, the company netted 225 million members, with a growth rate of over two members per second. ^[1] Now with 277 million members, LinkedIn has the largest number of users of any online professional network in the world. ^[2] "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today," according to Forbes. ^[3] "I'm often asked, 'How important is it for those already near the top of their careers to be utilizing resource tools such as LinkedIn?' Most times, these questions come out of not fully understanding what you can do with a LinkedIn account and profile," says career coach John Crant of SelfRecruiter.com ^[4]

So, how can you harness LinkedIn's vast audience and successfully showcase and disseminate your published content?

Utilize your strongest promotional tool on LinkedIn - your profile. Make your profile a positive tool in promoting the circulation of your published content:

Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

Make your profile a positive tool in promoting the circulation of your published content:



Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

Edit Your profile

LinkedIn Search for people, jobs, companies, and more... Advanced 999+ 5 6

Home Profile My Network Jobs Interests Business Services Try Premium for free

Nader Ale Ebrahim, PhD

Research Fellow, Creator of "Research Tools",
Technology Management Consultant, Virtual Teams
expert

Kuala Lumpur, Malaysia | Automotive

Current Research Support Unit, Centre for Research Services,
IPPP, University of Malaya

Previous Independent Researcher, University of Malaya, United
Kingdom - Malaysia - Ireland Engineering Science
Conference 2011 (UMIES 2011)

Education Universiti Malaya

Change photo

View profile as **500+**
connections

Profile Strength All-Star

Ads You May Be Interested In

Returning to the UK?
Appleby Associates work with
expats to prepare you for a
return to the UK

Be a Sales Hero
Become a customer Expert using
SugarCRM

Add a link - Supported Providers

- Presentations and Documents:
 - Prezi
 - Scribd
 - SlideShare
- Video Providers:
 - TED
 - Vimeo
 - YouTube
 -

Build your following

- Let's say you've just queued up a bunch of awesome LinkedIn status updates. That's great. But who's going to see them? Now you need some connections. A lot of connections.
- But you don't want just any connections. You want the people who are your ideal readers – your ideal clients, or customers, or peers.


Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

Ready, Set – Network

- Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

Use Groups-

LinkedIn Groups are a content promotion candystore



Read the group's rules about promoting content before you do anything.

If you do promote content, promote other people's content as much as you promote your own.

Don't promote content all the time. Once a week should be the maximum. Once a month is more polite.


Be careful about using blog syndication software like Buffer or Hootsuite to automatically post to a group.

Avoid using the words "I", "me" or "my". Many LinkedIn groups filter for those words. Any post that includes those words can get automatically moved over into the dreaded "Promotions" section, where it's not likely to get read.

Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

Use LinkedIn's Publishing Platform

“ Share an update

 Upload a photo

 [Write an article](#)

 PUBLISHING

More ▾

Publish

Normal ▾ | **B** *I* U | ☰ ☷ | “ ” 🔗



Headline

Add content to your publications list

- LinkedIn actually gives us a whole section in our profiles for content promotion. Every headline of a publication can be hyperlinked, so you can even include a call to action to prompt people to click through.

Publications + Add publication ↑

Title * ...

Publication/Publisher

Publication Date

Month... Day... Year...

Publication URL

Author(s)

 Nader Ale Ebrahim, PhD

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+ Add another author

Get endorsed for your skills

Skills & Endorsements

Top Skills



Nader also knows about...



Source: <http://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.asp>

Who's viewed your profile

in Search for people, jobs, companies, and more... Advanced 445

Home Profile Network Jobs Interests Business Services Upgrade

Autodesk Factory Design - Best Practices for factory adaptability, See how top performers manage it

 Who's viewed your profile

Get more insights with a premium account
Learn more Upgrade

YOUR LINKEDIN NETWORK

2,045 Connections link you to 12,115,405+ professionals

17,336 New people in your Network since November 19

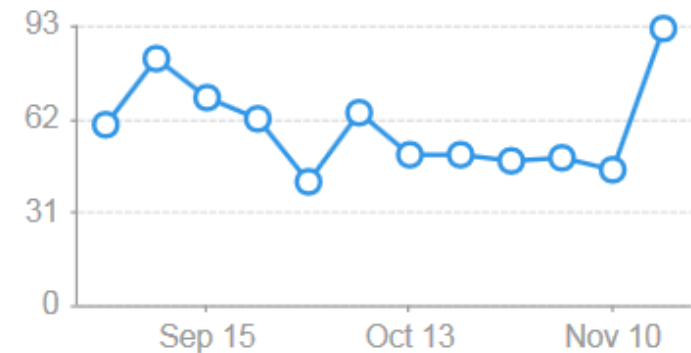
Add Connections

Trends

Last 90 days

How often people viewed you

713 profile views



How many times you appeared in LinkedIn Search

29,502

▲ 31% weekly change

Keywords that led to you

7 tips to supercharge your academic LinkedIn profile

Impactstory blog

Open science & research metrics news from the Impactstory team

Home

7 tips to supercharge your academic LinkedIn profile



Like 1.9 million other academics, you've got a [LinkedIn](#) profile. Along with the rest of us, you set it up to improve your visibility and to network with other researchers.

Well, we've got some bad news for you: your LinkedIn profile probably isn't doing either of those things right now. Or at least, not very well.

The problem is that LinkedIn is built for businesspeople, not scientists; it's tough to translate the traditional scholarly CV into the

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November 2015, Volume 105, Issue 2, pp 759-777

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The Rise of "Trade Liberalization": Bibliometric Analysis

Murtala Muhammad, Abubakar Ahmed, Gold Kafilah Lola, Usman Mikail Usman, Nader Ale Ebrahim



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OPEN INNOVATION: A BIBLIOMETRIC STUDY

Nader Ale Ebrahim, Yli Bonn Bong



ICAPA
International Coalition for Aging and Physical Activity
HELPING THE WORLD AGE ACTIVELY

Send to

Full text links

Save items

Add to Favorites

ABSTRACT

Search

10

Questions?



E-mail: aleebrahim@um.edu.my



Twitter: [@aleebrahim](https://twitter.com/aleebrahim)



www.researcherid.com/rid/C-2414-2009

<http://scholar.google.com/citations>

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1. N. Ale Ebrahim, and Y. B. Bong, "A Bibliometric Study of Open Innovation, 2012-2017," *International Journal of Innovation (IJ)*, vol. 5, no. 3, September, 2017. <http://dx.doi.org/10.5585/iji.v5i3.184>
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My recent presentations:

1. Ale Ebrahim, Nader (2017): Strategies to Enhance Research Visibility, Impact & Citations. <https://doi.org/10.6084/m9.figshare.5472847.v1>
2. Ale Ebrahim, Nader (2017): Improve Research Visibility and Impact by Academic SEO. <https://doi.org/10.6084/m9.figshare.5463349.v2>
3. Ale Ebrahim, Nader (2017): Online Reference Management Tools for Improving Research Visibility and Impact. <https://doi.org/10.6084/m9.figshare.5440165.v1>
4. Ale Ebrahim, Nader (2017): Create Online Researcher's Profile to Increase Visibility. <https://doi.org/10.6084/m9.figshare.5417731.v1>
5. Ale Ebrahim, Nader (2017): New indicators for measuring research impact. <https://doi.org/10.6084/m9.figshare.5398072.v1>
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7. Ale Ebrahim, Nader (2017): A Journal Selection Procedure for Receiving the Highest Citation and Impact. <https://doi.org/10.6084/m9.figshare.5330950.v1>