

TAKING CONTROL OF YOUR RESEARCH VISIBILITY

*A hands-on guide to improving
research “impact” for scholars*

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Today

1. Big picture of impact
2. Types of Article Level Metrics (ALM) and what they can do for you.
3. Recipe for Visibility
4. Time for questions/assistance



Types of article-level metrics (ALM)

1. Usage - How many downloads? Where downloaded?
 - a. Examples: [KU ScholarWorks](#), [Academia.edu](#)
2. Captures - How many bookmarks, shares (CiteULike, [Mendeley](#))
 - a. Example: how many “reads” an item in Mendeley has been
3. Mentions - Mentions in non-academic media (news stories, Wikipedia, etc.)
 - a. Example: [Altmetric](#)
4. Social media - Facebook, LinkedIn, Twitter shares
 - a. Example: [Altmetric](#)
5. Citations - Classic metric for “impact”
 - a. Example: [GoogleScholar](#), [GoogleScholar Metrics](#)

Read more in [SPARC’s Article-Level Metrics Primer](#).



Our recipe for visibility

1. **Know** your rights w.r.t. copyright and keep as many as you can. [Timothy K. Armstrong: An Introduction to Publication Agreements for Authors](#) .
2. **Work** with [KUSW*](#): a digital repository curates your work, makes it openly available, and it tracks usage.
3. **Register** with [ORCID](#) and claim your electronically visible research, differentiate it from others' publications with the same or similar names.
4. **Claim** an [Academia.edu](#) page and link there to your papers in KUSW. Academia also connects you to the global community of scholars in your areas of interest.
5. **Claim and make public** your [GoogleScholar](#) page. Edit it to weed out duplicates and works mistakenly attributed to you. Keep track of your *h*-index (the number *h* of your works cited *h* or more times).

Read more in this [short blog post](#).



Next Steps:

If you have not already done so, please do the following.

- Establish a Gmail (Google) account: <https://mail.google.com>

Once you have opened the account and logged in, acquaint yourself with the various services that are available through Google, especially “Scholar” (scholar.google.com).

- Establish an Academia.edu account:
<http://www.academia.edu>

Fill out some information about your academic profile, e.g., title, research interests, upload a headshot (optional).

- Find your department’s or program’s collection in KU ScholarWorks: <http://kuscholarworks.ku.edu>
- Register for an ORCID ID: <https://orcid.org/register>

