How to attract more citations and attention

By Simon Moss

# Introduction

Today, employers can readily ascertain the extent to which other authors have cited your research. They can use software, such as Publish or Perish, to determine your H index. So, what is a H index?

* A H index measures the number of your papers that have been cited frequently.
* To illustrate, if your H index is 10, then 10 of your papers have been cited at least 10 times
* If you H index is 50, then 50 of your papers have been cited at least 50 times and so forth

Therefore, if you want to thrive in academia, you need to inspire other authors to cite your research. This document offers some insights on how you can achieve this goal—even if you cannot publish in prestigious journals.

# Your research needs to be accessible

Some research articles are not available to the general public. To access these articles, researchers need to utilize their university library or pay a fee to the publisher. Other research articles are available to the general public at no cost. Research that is available to the public is called open access. Interestingly, research that is open access, rather than unavailable to the general public, receive about 20% more citations. Three models are utilized to arrange open access.

* Gold Open access: You can pay a journal an additional fee. Consequently, the article will be available to everyone at no cost.
* Diamond Open access: All articles in the journal are available to the general public at no cost. Typically, a society or association manages these journals. The membership fees pay the costs of production
* Green Open access: You are permitted to store a version of your paper—usually the accepted Word file—in a repository that anyone can access

Green Open access is actually very common. Yet, many variations abound. To illustrate, for some journals, you can store this paper immediately. For other journals, you need to wait a year after your paper is published. To proceed, you should complete the activities specified in the following table.

|  |  |
| --- | --- |
| Activity | Details |
| Check the copyright provisions of the journal in which you published or plan to publish  | To achieve this goal efficiently* Visit [www.sherpa.ac.uk/romeo/index.php](http://www.sherpa.ac.uk/romeo/index.php)
* Enter the name of your journal in the Search box
* The output will then summarize your rights.
* For example, a tick alongside “author can archive post-print” indicates you can save the final Word or pdf version to the repository
 |
| Store the article in the CDU repository called PURE.  | To achieve this goal* Visit <https://ris.cdu.edu.au/admin/workspace.xhtml>
* Alongside the tab “Research Outputs”, press the + sign
* Then follow the instructions—in which you need to answer questions about this research
* Eventually, you will receive a page in which you are asked to answer various questions, such as Type
* Towards the end, a heading called “Electronic versions” will appear
* Press “Add electronic version” and then follow the instructions
 |

**Slides**

Some journals, especially Elsevier journals, permit authors to attach a set of slides to their papers. These slides can often engage a broader range of readers. Specifically, if you have published an article in the last 12 months

* visit the homepage of your journal to determine whether this journal is published by Elsevier
* if the journal is published by Elsevier, visit [this link](%E2%80%A2%09https%3A/www.elsevier.com/connect/authors-update/audioslides-sharing-your-research-story-for-greater-impact) to learn about how to construct these slides; [this link](https://www.elsevier.com/connect/archive/how-to-use-audioslides-to-boost-your-papers-readership?fbclid=IwAR2diFrfR7tJzhRVib8gcAY0_eGMwN3e1GAPyoBDLAoWOtOsggaG0PUJph4) provides even more guidelines
* the slides can be developed and published at no cost
* the slides are simple to develop, partly because Elsevier provide a template for you to follow

# Choose and use keywords carefully

For most publications, especially journal articles, you will be asked to specify some keywords. These keywords might be specific, such as “acetylcholinesterase”, or more general, such as “qualitative research”. When choosing keywords, consider these principles

* Whenever possible, choose keywords that are included in the title, abstract, or both. Search engine algorithms are more likely to prioritize articles in which the keywords appear in the title or abstract, preferably more than once.
* Choose keywords that are used by many people in your field rather than technical terms
* Visit www.jasondavies.com/wordcloud/. Paste your articles in the box that appears, generating a graphic of which words or concepts are most prominent in your article. One or two of these words could be keywords
* You could even use Google Ad to uncover keywords that are common in web searches. Google “Google Ads”. On the homepage, choose tools and then keyword planner and finally “start using keyword planner”. Follow the instructions
* The title and abstract should contain minimal or no jargon

|  |  |  |
| --- | --- | --- |
|  | A picture containing indoor, sitting, table, holding  Description automatically generatedDid you know | Studies in which the title or abstract contain jargon are cited less frequently (Martínez & Mammola, 2021) |

# Other activities

**Wikipedia**

Furthermore, to attract more citations, you should refer to your papers in Wikipedia. To achieve this goal

* In Wikipedia, click *Create account* to register. Then, log in
* Locate a Wikipedia page that is relevant to your research. Locate the relevant section on this page
* To contribute, simply click edit and begin writing.
* To add your reference, insert the cursor at the right spot. Then press “Cite” at the top.
* Paste the title of your paper in the box, before pressing *generate*. Wikipedia will often be able to locate your paper
* Then press *insert* and finally *publish changes* to publish. Sometimes Wikipedia will ask you a couple of other questions—such as prompt you to summarize your changes. But, these instructions tend to be intuitive.

**Other activities**

In addition, you should

* Contact the media office to help you publicise your work in social media, on radio, and in other forums.
* Share your data on relevant websites, such as figshare. When authors share their data, the corresponding paper is more likely to be cited
* Whenever appropriate cite your previous research.
* Include links to your papers on social media, such as Academia.edu, CiteuLike, ResearchGate, Mendeley, and Twitter. Or construct a website that is dedicated to your research.
* Publish with international authors. These papers tend to be cited more frequently
* Conduct multidisciplinary work to attract more citations.
* Include as many references in your paper as possible (Webster et al., 2009. Longer papers are also more likely to be cited frequently.

 For more information about various tools, see [www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim](http://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim)

**Media office**

If you want to seek media to publicize your work, consider some of the following principles

* you might need to write a short description of your work—such as the problem you want to solve, how you plan to solve this problem, and why your solution is unique
* you should usually direct your attention to the largest media channels first—such as TV, radio, and print—before you consider social media. Social media can then amplify the benefits of tese large media channels

Your research is more likely to be newsworthy if

* your research is related to a problem that is often discussed now; the problem should thus be fashionable, ongoing, and affecting many people
* your research is related to problem that is specifically relevant to the local community
* your research entails some conflict or paradox—such as two conflicting schools of thought
* your research entails something odd, cute, or famous.

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