

Important Tips to Improve the Impacts of a Research Paper: Pre and Post Publication Strategies


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ARTICLE INFO

Date Submitted: 12 March, 2023

Date Accepted: 17 April, 2023

We do research projects to expand human knowledge and solve real - world problems. Well said, Scott Fitzgerald, “an unread book is just a block of paper.” Researchers should increase the visibility of their paper; otherwise, the value of a research paper is limited to just a file and a Doi. Here we presented some tips for authors to improve the visibility and citation number of their research (1). The tips are gathered by reviewing the literature (2-8) and asking expert opinions.

After publication

Most of the researchers think that getting the acceptance of their research manuscript in a good journal is their final endeavor. They Although the best time for improving future scientific metrics of a paper is before publication, there are ways to increase the visibility of research after publication.

A.1. Research communities and social media

You can share your article in social media conducted for scientific communities (i.e., LinkedIn, Research gate, Elsevier, Mendeley, Google Scholar and ORCID). Moreover, sharing your research on Twitter boosted the citation number by 43% (9). You can gain the interest of your audience by sharing an exciting piece of your findings and providing the link to the article on your social media or webpage (Check with publisher first). Inserting audio or text content from your paper on the web may give a 50% increase the paper's citation (2).

Articles covered in the news get 13 times higher citation numbers (10). Therefore, you can increase the visibility of the research paper by contacting a journalist to cover your work.

A.2. Actively promote your work

You can email the article to researchers in your field and kindly ask them for their opinion. You can find the researchers in your field in scientific, social communities (LinkedIn, Research gate) or find similar articles corresponding. Additionally, you can talk about your project during and after completion with colleagues in your department.

A.3. Present your work at the conference

Conferences are a great chance to promote your work by presenting or talking to active scientists in a field. Also, it can help to explore hot topics for future works and improve your network.

A.4. Contribute to Wikipedia

Do not miss this chance if you can add trustworthy evidence to Wikipedia from your findings. However, some articles and experts believe the contribution to Wikipedia comes with more benefits (8, 11).

B. Before publication

The most effective steps are made during the preparation of the manuscript. Therefore, it is better to look at these points as some of these small efforts positively affect the visibility of your research. However, the quality and novelty of your paper is the most crucial factor.

B.1. Title

The title is the first and integral part of the paper reads first. Here are some valuable tips (12, 13):
The title should be informative, related, and concise
Avoid mentioning country in the title



Please Cite This Paper As:

Safavi-Naini ASA, Aghdaee AH. Important Tips to Improve the Impacts of a Research Paper: Pre and Post Publication Strategies. Sch Med Stud J. 2023;5:e37885.

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Avoid lengthy titles

Avoid using question sentences

Use semicolon

Use keywords in your title

The first and last words of the title are the most read words; choose them wisely

B.2. Reference the related critical articles

The more you cite (related articles), the more you get cited. More important is the role of finding and using critical articles in your research. Sometimes other researchers look for “cited by” papers of research.

B.3. Use preprint services if it is your case

If you are working in a field that timing of publication is of great value, using preprint services can boost your citation. In addition, articles first published in preprint services got more citations (14).

B.4. Quality and innovation of research

As we first mentioned, the quality and novelty of the research is the most crucial factor. Following journal watches and reading new articles in your field will inform you of hot topics.

B.5. Keywords

Keywords are a momentous puzzle since search engines match related articles with searched phrases. Make sure your keywords are the most related and use a maximum number of permitted keywords.

B.6. Search engine friendly title and abstract

Use the key words (words that researchers usually use during the search) and keywords consistently in the abstract and title of the article. In this manner, your paper has a better chance to appear on the first page of the search since search engines recognize repeated words. It is a simple tricky way to increase the visibility of your article.

B.7. International collaboration

Look for international collaboration and invite co-authors from other departments. Articles with one international co-author gained more citations. Do not forget to follow authorship criteria and avoid inviting ghost authors.

B.8. journal selection

The most important points for journal selections are an open - access journal, indexing in well - known databases, and audience volume. Although the higher impact factor affects the total number of citations, it comes in the second level of importance.

B.9. Make sure of paper’s English quality or use English editing services

One of the most common reasons to get rejected is the poor quality of English scientific writing.

B.10. Share your data and provide a data availability statement

B.11. Avoid plagiarism and use plagiarism check tools

B.12. Cite your previous work if related

It is not bad behavior to cite your previous related paper, but avoid using un-related works.

C. Researcher Profile

At last, some points are related to a researcher itself and are of great importance.

C.1. Use same and correct name and affiliation

Since your name is vital for scientific search engines, do not present your work with different name spells. The same rule applies to affiliation. It is also noteworthy that many search engines use the last word as a family name. Therefore, if you have more than a one-part family name, you can use hyphen “-” between parts to make sure search engines do not confuse your family name.

C.2. Write a review

Review papers are expected to get more citations. Moreover, citing your field researchers will introduce you to them, and the possibility of them reading your works will grow.

C.3. Work internationally

Working with international co-authors will make your profile better discoverable for other researchers.

C.4. Create a network

Creating a strong network both in social media and the actual world is an on - going, long - term project, but it will pay off after a couple of years. You can start by making a solid profile in social media (i.e., LinkedIn, Google Scholar, ORCID, Research gate, Publons, Elsevier, Mendeley).

There many tips before and after publication to increase visibility of a paper. Although increasing citation frequency and visibility are of great value, one should not forget that the sole purpose of research is to solve human challenges. We should watch out for citation mania which can lead to bias, plagiarism, and other destructive behaviors (15). New metrics have been introduced in recent years, but the citation number is still the most well-known measure for science and scientists.

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