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# How to increase the visibility of scientific articles

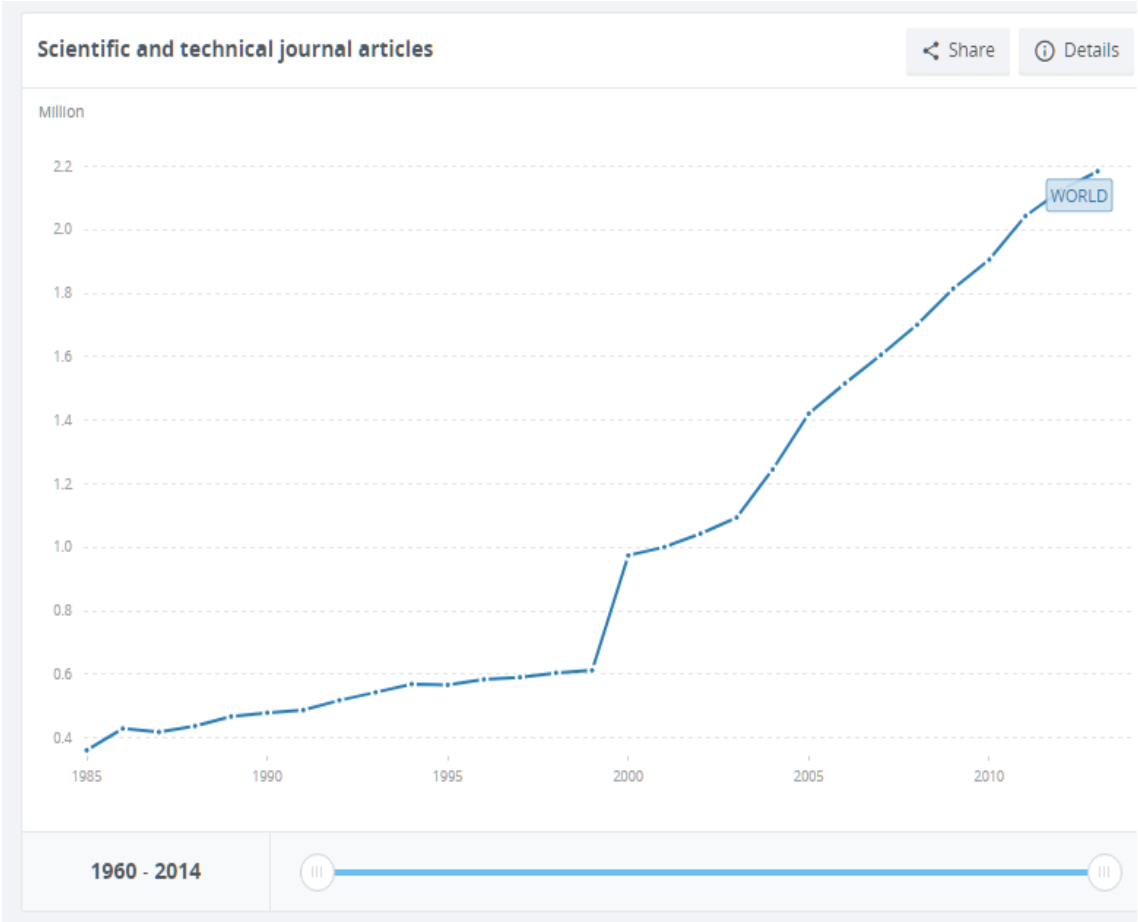
uoc.edu

**Mari Vàllez**

@mvallez | mvallez@uoc.edu

The UOC Library

25/05/2017




# 2,184,420

## Articles / 2013

**Data source**

http://data.worldbank.org/topic/science-and-technology

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

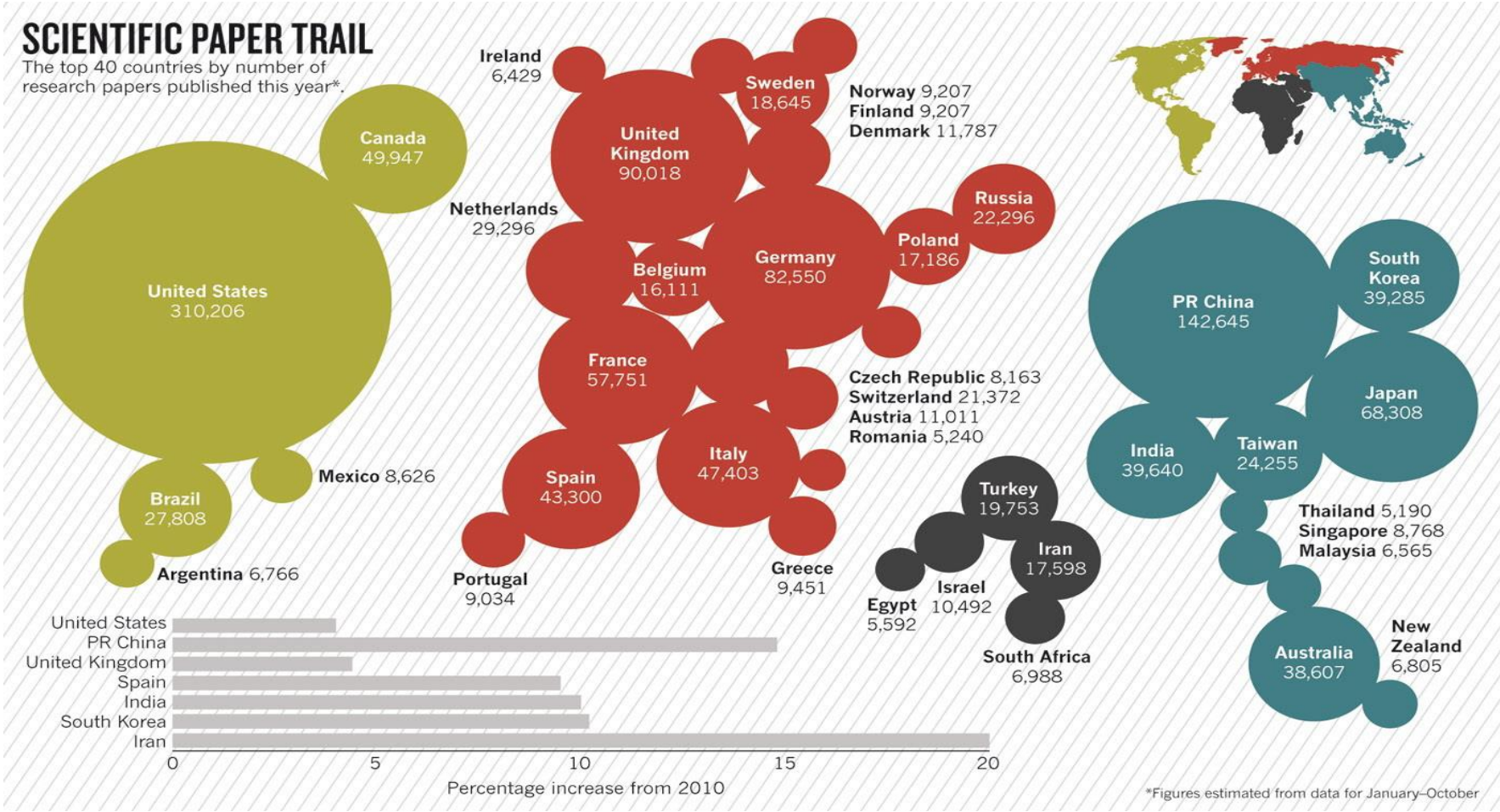
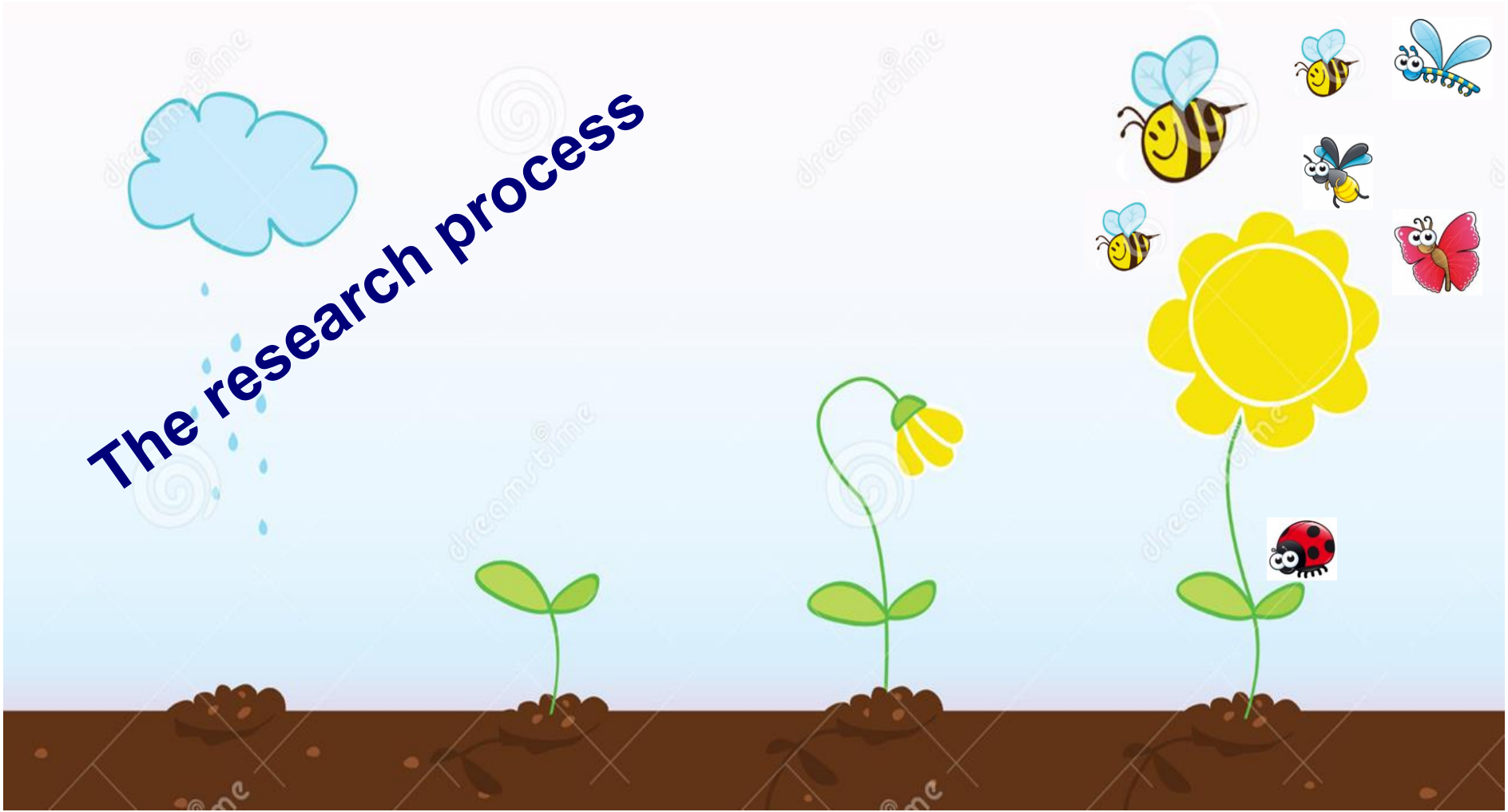



Image from VIVID MAPS

PAPER ACCEPTED!

# The research process



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# *Aim of the session*

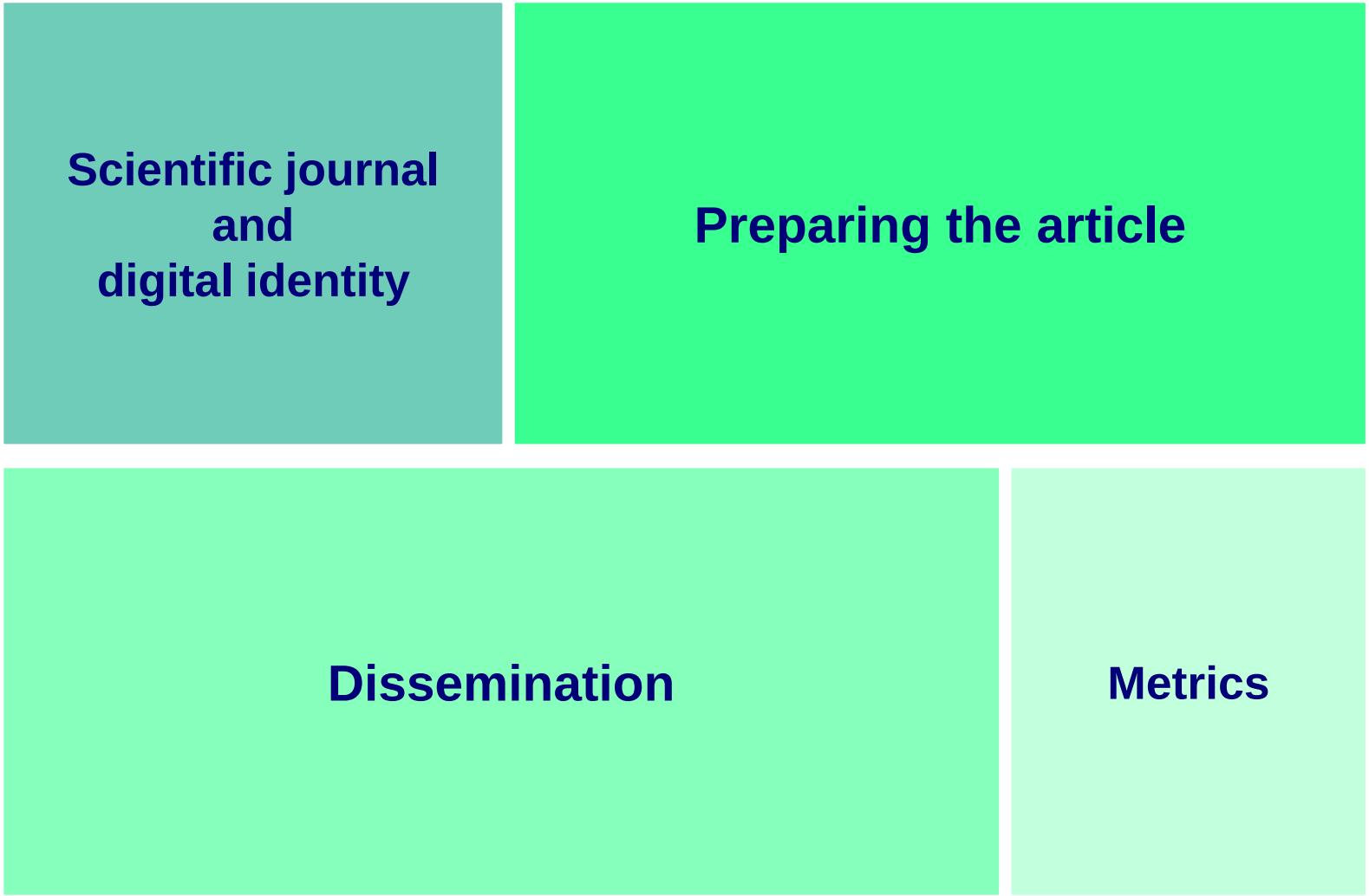
**Show techniques and resources for trying to:**

- ✓ Obtain the maximum visibility possible for our research (at article level).
- ✓ Get downloads of our article.
- ✓ Get citations of our article.
- ✓ Minimize the time spent on dissemination.

# What to do

- ✓ Publish in Open Access.
- ✓ Publish in high-impact scientific journals.
- ✓ Create and manage our digital identity.
- ✓ Optimize the scientific article based on search engine optimization (SEO).
- ✓ Publicize the research conducted.
- ✓ Know our audience.

# Visibility of the scientific article



## *Search Engine Optimization*

"Processes and sets of actions with the aim of making academic content highly visible, aspiring particularly to its reaching good positions in academic social media, and especially in databases and in specialist search engines in the academic world."

*Lluís Codina, 2015*

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# Citations

Scopus

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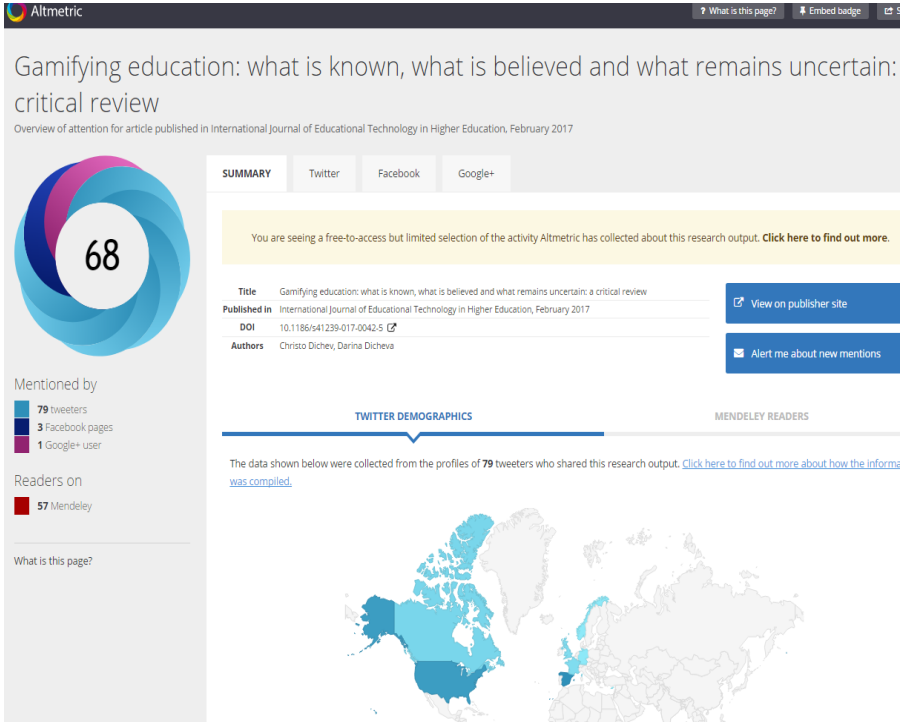
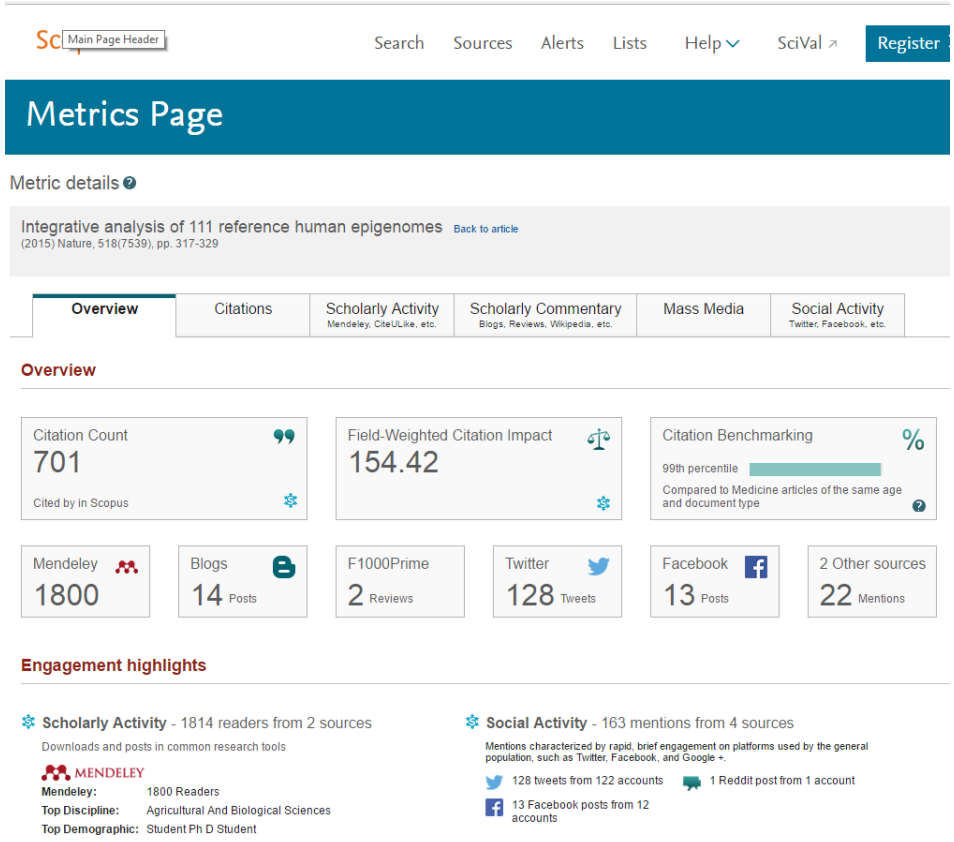
# Citations and other metrics



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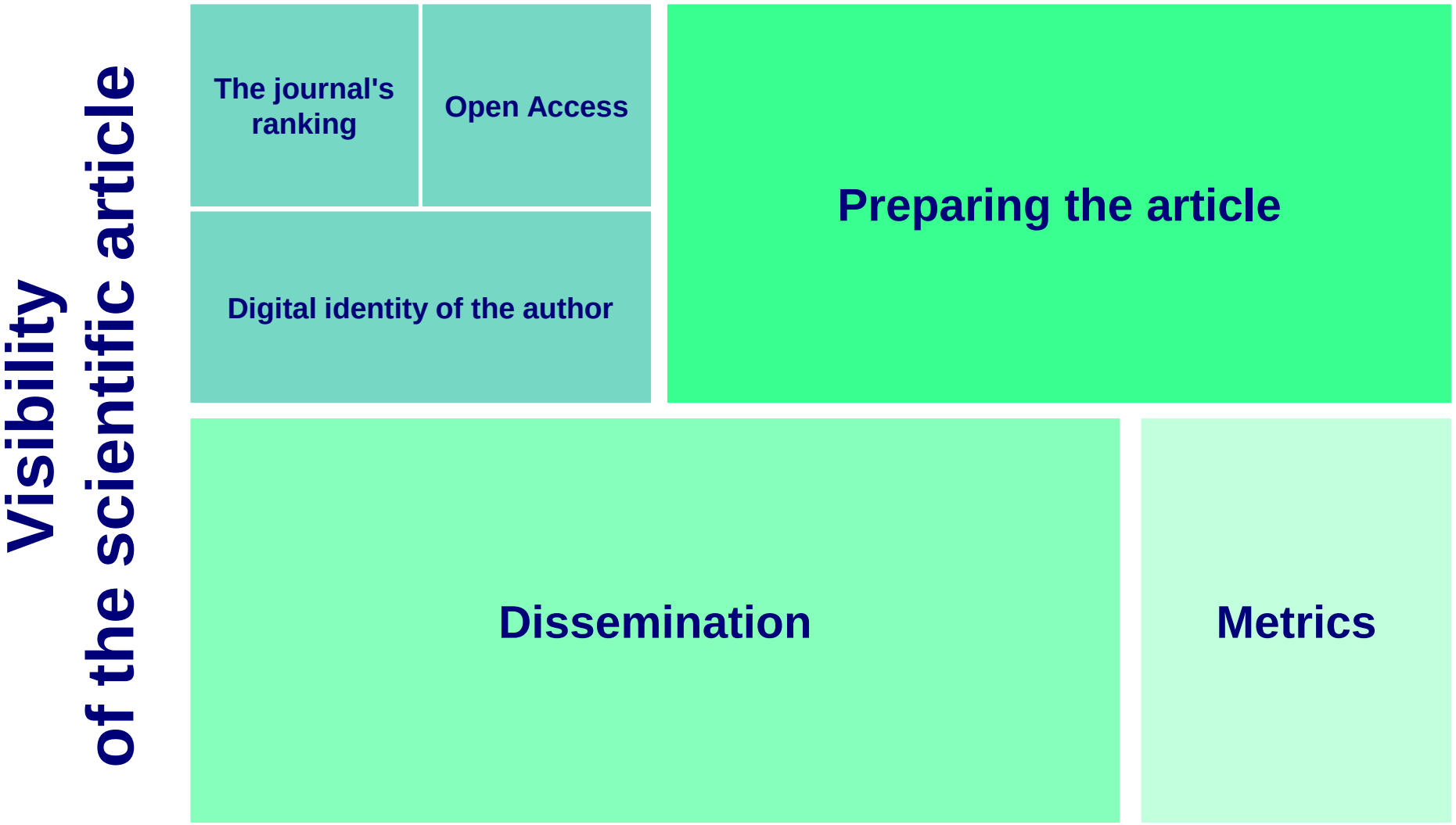
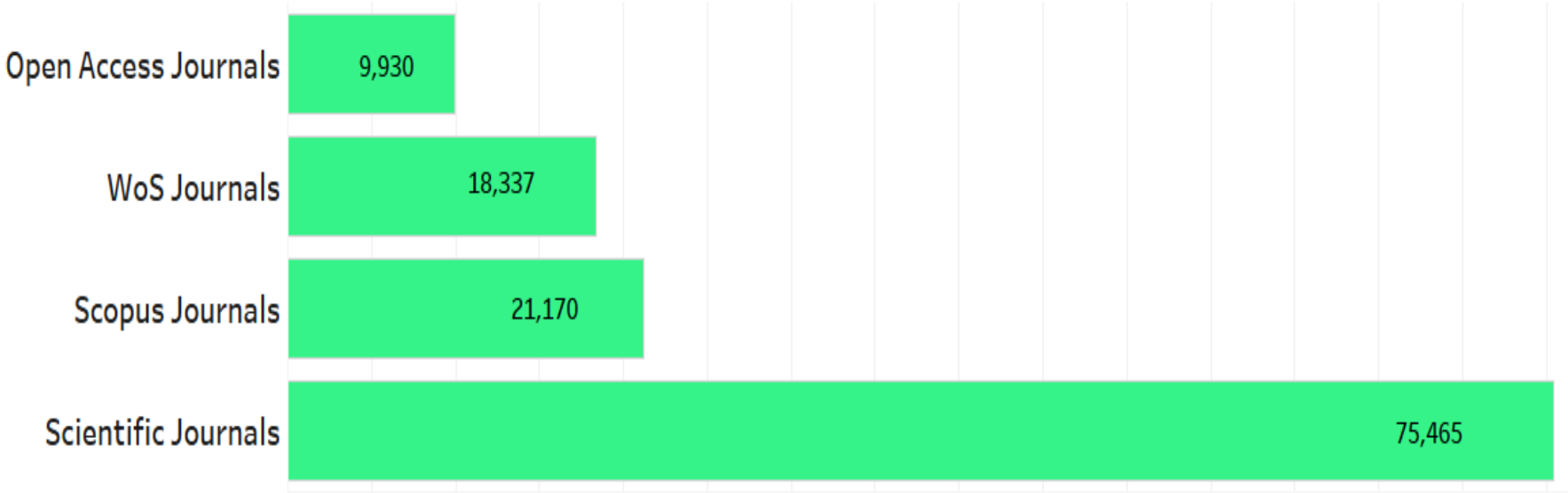
# *Citations and other metrics*

## Other trends:

- ✓ San Francisco Declaration on Research Assessment
- ✓ The Leiden Manifesto
- ✓ The Research Excellence Framework - Assessment Methods
- ✓ 2017 pilot exercise to measure the impact of university research


Visibility
of the scientific article
The journal's ranking
Open Access
Digital identity of the author
Preparing the article
Dissemination
Metrics

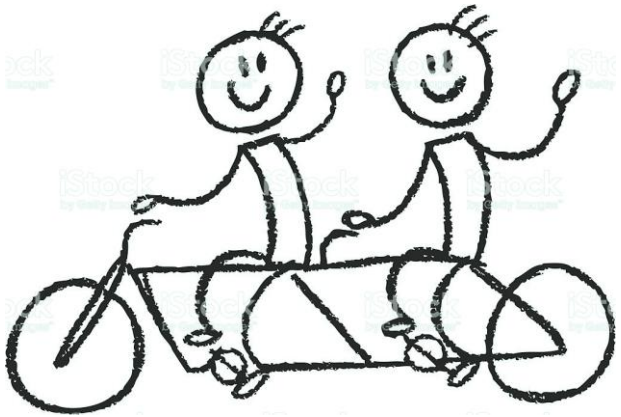
# Scientific journals




***Ulrich's:*** *Active peer-reviewed academic journals.*

*February 2017*

# Publishers



- ✓ **Sage**: Promote your Article
- ✓ **Taylor & Francis**: Promote your article
- ✓ **Wiley**: Journal Author Promotion
- ✓ **Elsevier**: Sharing and promoting your article
- ✓ **Emerald**: Impact of research
- ✓ **Springer**: Journal authors / After publication

## Does publishing in Open Access increase the visibility of articles?

✓ Niyazov Y, Vogel C, Price R, Lund B, Judd D, Akil A, et al. (2016) Open Access Meets Discoverability: Citations to Articles Posted to Academia.edu. PLoS ONE 11(2). https://doi.org/10.1371/journal.pone.0148257

✓ Gaule P, Maystre N. Getting cited: does Open Access help? Research Policy. 2011;40(10):1332–1338. https://doi.org/10.1016/j.respol.2011.05.025

✓ Harnad, S., & Brody, T. (2004). Comparing the impact of Open Access (OA) vs. non-OA articles in the same journals. D-lib Magazine, 10(6). http://eprints.soton.ac.uk/id/eprint/260207

# Open Access

## Options for publishing in Open Access:

- ✓ Open Access journals (gold route)
- ✓ Paying to release the article from a journal with ©
- ✓ Self-archiving the article (green route)

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# *digital identity*

> **“The conscious effort made by the researcher to be identified and recognized in a digital context”**

1. Unique author identifier (ORCID)
2. Network profiles

ORCID

Scopus Author Identifier

RESEARCHERID

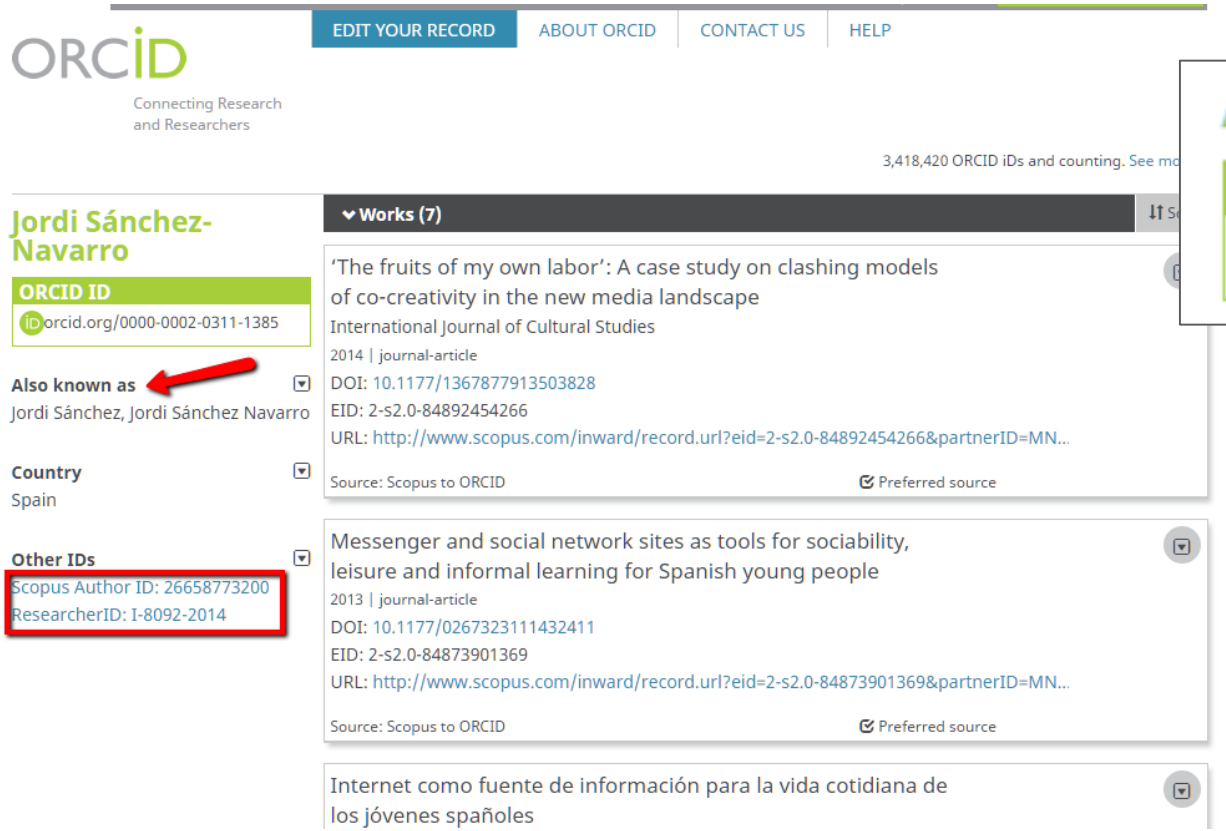
Academia.edu

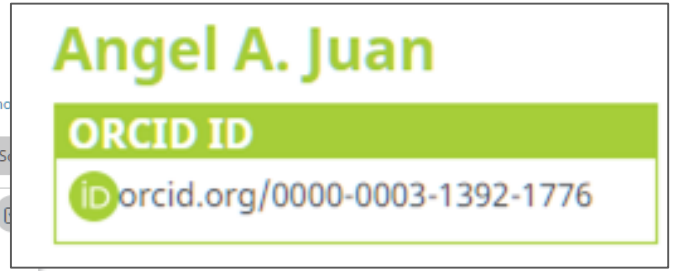
MENDELEY

ResearchGate

Universitat Oberta de Catalunya

# ORCID



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# Updating ORCID

# Google Scholar Citation

## Julio Meneses

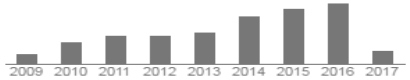
Seguir

Internet Interdisciplinary Institute, Universitat Oberta de Catalunya
psychometrics, digital inequality, children and young people, computers and education, dropout
Dirección de correo verificada de uoc.edu - Página principal

| Título 1–20 | Citado por | Año |
|---|---|---|
| Short Web-based versions of the perceived stress (PSS) and Center for Epidemiological Studies-Depression (CESD) scales: a comparison to pencil and paper responses among Internet users<br>J Herrero, J Meneses<br>Computers in Human Behavior 22 (5), 830-846 | 135 | 2006 |
| La integración de Internet en la educación escolar española: Situación actual y perspectivas de futuro. Informe de investigación<br>C Sigalés, JM Mominó, J Meneses, A Badia<br>Universitat Oberta de Catalunya | 116 * | 2008 |
| La escuela en la sociedad red. Internet en la educación primaria y secundaria<br>JM Mominó, C Sigalés, J Meneses<br>Ariel | 112 | 2008 |
| Analysing feedback processes in an online teaching and learning environment: an exploratory study<br>A Espasa, J Meneses<br>Higher Education 59 (3), 277-292 | 96 | 2010 |
| La integración de internet en la educación escolar española<br>C Sigalés, JM Mominó, J Meneses, A Badia<br>Ariel | 76 | 2009 |
| Putting Digital Literacy in Practice: How Schools Contribute to Digital Inclusion in the Network Society<br>J Meneses, JM Mominó<br>The Information Society 26 (3), 197-208 | 47 | 2010 |
| TIC e innovación en la educación escolar española: Estado y perspectivas<br>C Sigalés Conde, JM Mominó, J Meneses<br>Telos: Cuadernos de comunicación e innovación, 90-99 | 46 * | 2009 |
| Projecte Internet Catalunya (PIC). L'escola a la Societat Xarxa: Internet a l'Educació Primària i Secundària. Informe final de recerca<br>C Sigalés, JM Mominó, J Meneses<br>http://www.uoc.edu/in3/pic/cat/escola_xarxa.html | 45 * | 2007 |

Google Académico

| Índices de citas | Total | Desde 2012 |
|---|---|---|
| Citas | 979 | 702 |
| Índice h | 14 | 14 |
| Índice i10 | 20 | 17 |

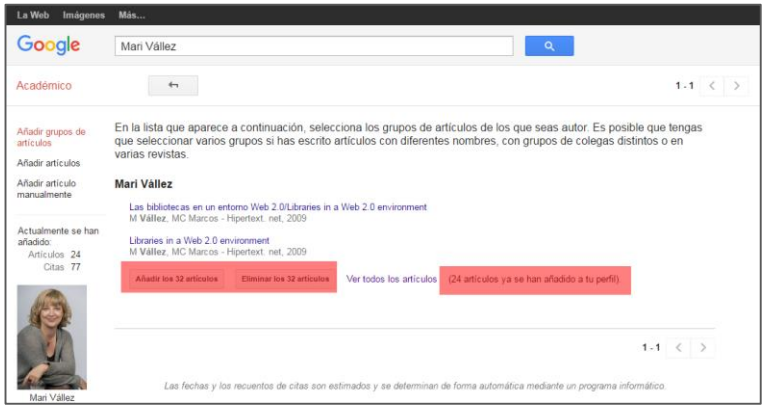



**Coautores** Ver todos...

Antoni Badia
David Rodríguez-Gomez
GEORGETA ION
Manuel Armayones Ruiz
Carles Monereo Font
Francisco Javier Rodriguez Diaz
Luis Manuel Lozano
Maite Barrios
Mònica Feixas
José Luís Muñoz Moreno
Teresa Sancho Vinuesa
Carlos Casado Martinez
Anna Espasa

# Updating Google Scholar Citation

1

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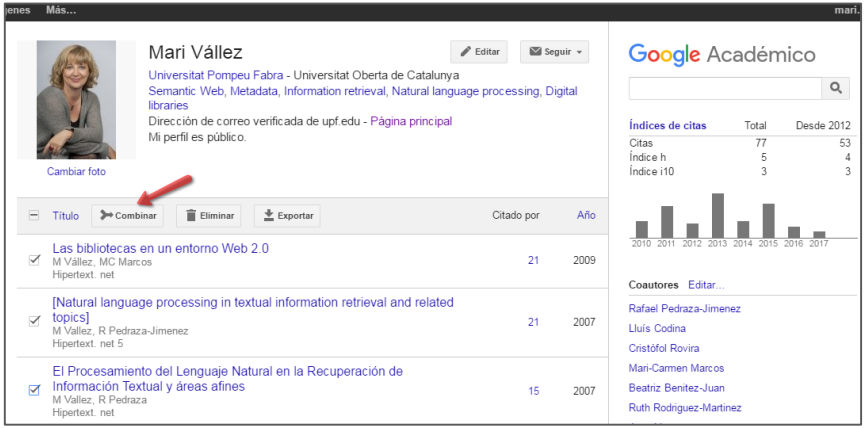


3

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# ResearchID (WoS)

RESEARCHERID

Home | My Researcher Profile | Refer a Colleague | Logout | Search | Interactive Map | EndNote >

**Minguillón, Julià** Get A Badge | ResearcherID Labs

ResearcherID: N-2386-2014
URL: http://www.researcherid.com/rid/N-2386-2014
Subject: Computer Science; Education & Educational Research; Information Science & Library Science; Mathematical Methods In Social Sciences
ORCID: http://orcid.org/0000-0002-0080-846X

My Institutions (more details)
Primary Institution: Universitat Oberta de Catalunya, UOC
Sub-org/Dept:
Role: Researcher (Academic)

My Publications
My Publications (81)
View Publications
Citation Metrics

ResearcherID labs
Create A Badge
Collaboration Network
Citing Articles Network

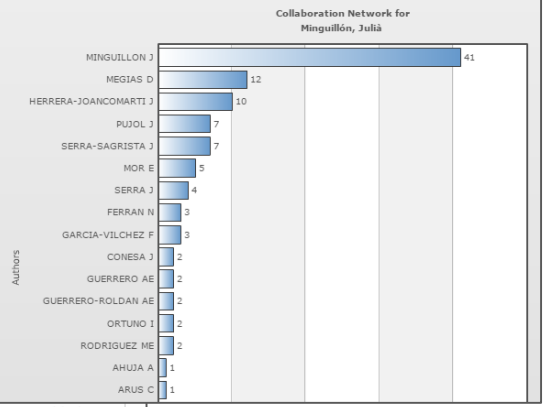
## My Publications: View

This list contains papers that I have authored.

81 publication(s) Page 1 of 4 Go Sort by: Publication Year

1. **Title:** Rethinking Dropout in Online Higher Education: The Case of the Universitat Oberta de Catalunya
   **Author(s):** Grau-Valldosera, Josep; Minguillon, Julia
   **Source:** International Review of Research in Open and Di
   **Times Cited:** 2
2. **Title:** Key factors in the transfer of information-related com
   **Author(s):** Ferran-Ferrer, Nuria; Minguillon, Julia; Perez-M
   **Source:** Journal of the American Society for Information S
   **Times Cited:** 4
   **DOI:** 10.1002/asi.22817
3. **Title:** Changes of learning in mobile scenarios: Analysis a
   **Author(s):** Almirall-Hill, M.; Minguillon, J.
   **Source:** ICEIS 2012 - Proceedings of the 14th Internationa
   122 **Published:** 2012
   **Author-provided URL :**
4. **Title:** Preservation of learning objects in digital repositorie
   **Author(s):** Boté, J.; Minguillón, J.
   **Source:** Revista de Universidad y Sociedad del Conocimi
   **Author-provided URL :**
5. **Title:** Relationships between Users, Resources and Servic
   **Author(s):** Conesa, Jordi; Minguillon, Julia; Elena Rodrigu
   **Source:** Metadata and Semantics Research **Volume:** 343
   **Times Cited:** 0

Top: Authors | Research Areas | Countries/Territories | Institutions | Map |



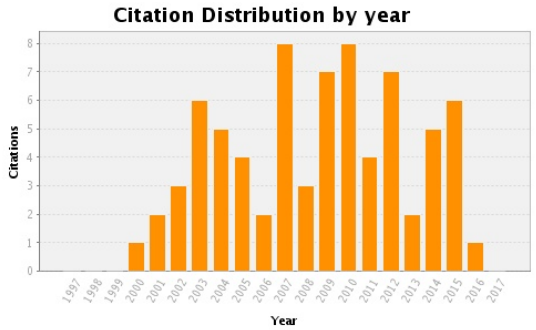

added

My Publications
My Publications (81)
View Publications
Citation Metrics

ResearcherID labs
Create A Badge
Collaboration Network
Citing Articles Network

## My Publications: Citation Metrics

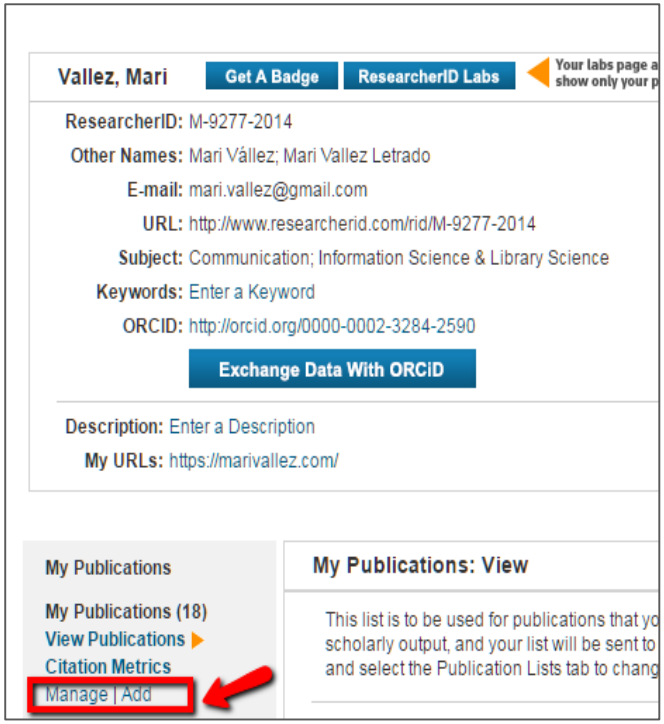
This graph shows the number of times the articles on the publication list have been cited in each of the last 20 years.
Note: Only articles from Web of Science Core Collection with citation data are included in the calculations. More information about these data.



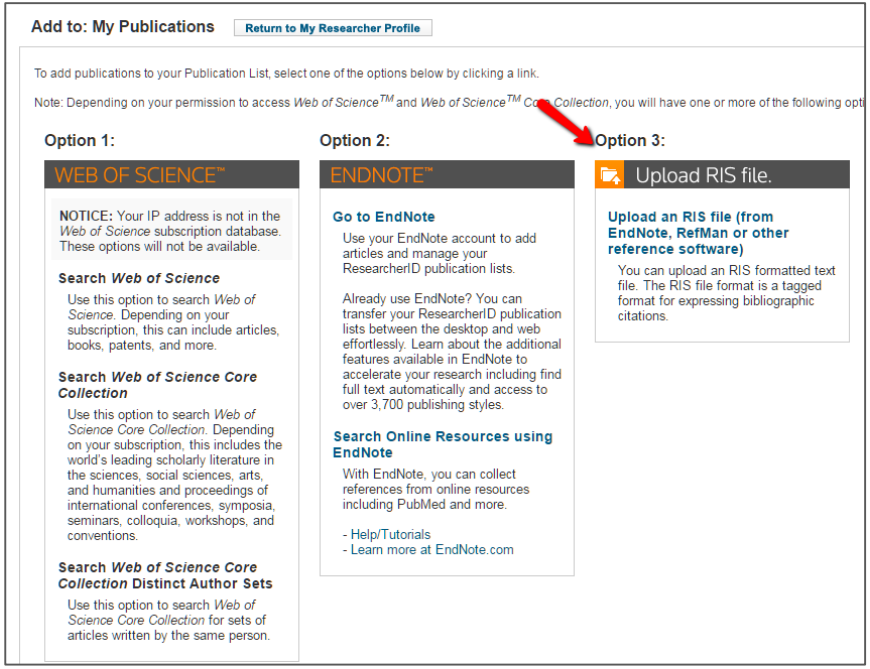

Total Articles in Publication List: **81**
Articles With Citation Data: **41**
Sum of the Times Cited: **74**
Average Citations per Article: **1.80**
h-index: **4**
Last Updated: **05/15/2017 14:51 GMT**

# Updating ResearchID

1




2



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# Scopus Author ID

Scopus Preview

Search Sources Alerts Lists Help Login

## Author details

Print | E-mail

**Megías, David**
Universitat Oberta de Catalunya, Multimèdia i Telecomunicació, Barcelona, Spain
Author ID: 6603264598
http://orcid.org/0000-0002-0507-7731

About Scopus Author Identifier | View potential author matches
Other name formats: Megías, D. Megías, D. Megías, David View More

Documents: 70
Citations: 410 total citations by 314 documents
*h*-index: 11
Co-authors: 42
Subject area: Computer Science , Engineering View More

Analyze author output
View citation overview
View *h*-graph

**70 Documents** | Cited by 314 documents | 42 co-authors

70 documents View in search results format

Sort on: Date Cited by

Export all | Add all to list | Set document alert | Set document feed

| | | | | |
|---|---|---|---|---|
| Efficient self-synchronised blind audio watermarking system based on time domain and FFT amplitude modification | Megías, D.,Serra-Ruiz, J., Fallahpour, M. | 2010 | Signal Processing | 42 |
| View abstract \| Related documents | | | | |
| Reversible and high-capacity data hiding in medical images | Fallahpour, M.,Megias, D., Ghanbari, M. | 2011 | IET Image Processing | 35 |
| View abstract \| Related documents | | | | |

Follow this Author Receive emails when this author publishes new articles

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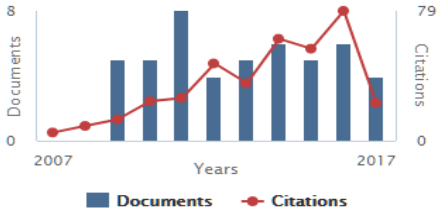


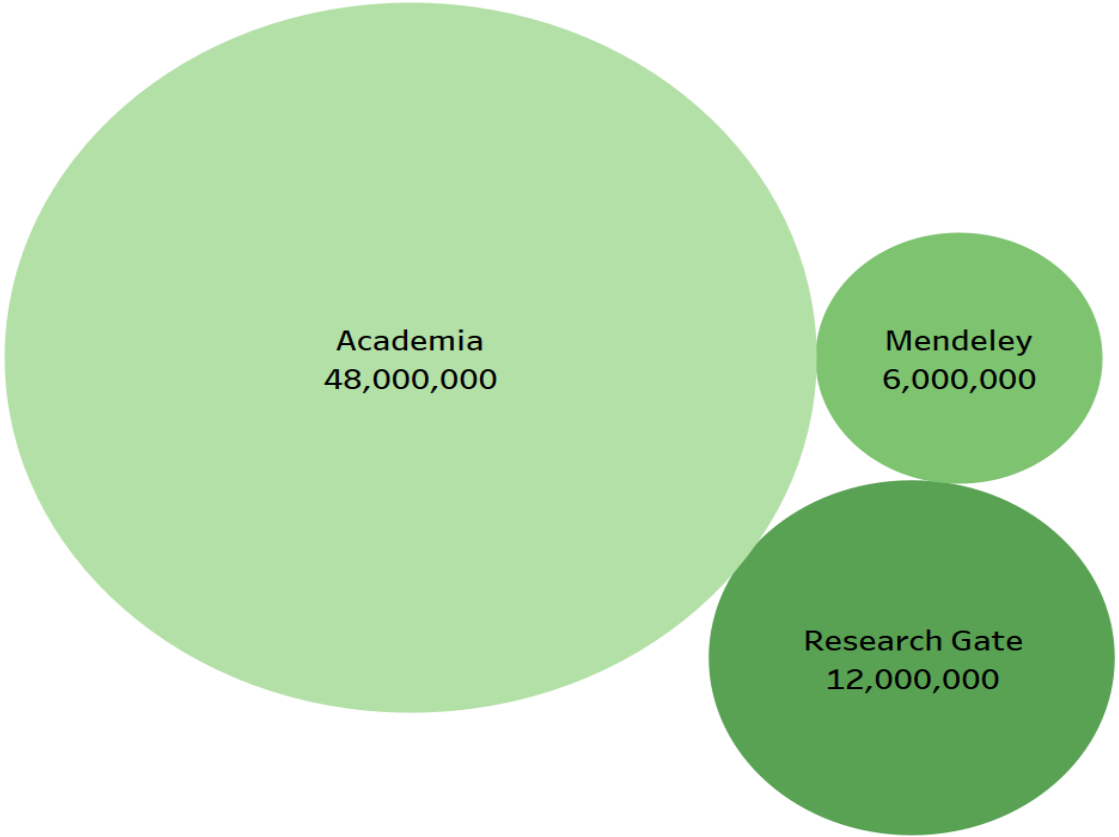

### Author History

Publication range: 1997 - Present
References: 893

**Source history:**
International Journal of Remote Sensing View documents
Journal of Network and Computer Applications View documents
IEEE Transactions on Information Forensics and Security View documents
View More

Show Related Affiliations

# Academic social media




*February 2017 data*

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MENDELEY

# Robert Clarisó

Lecturer

Universitat Oberta de Catalunya (UOC)

12 h-index | 501 Citations

Message | Follow

Overview | Stats | Network

| Media mentions | h-index | Citations | Readers | Views |
|---|---|---|---|---|
| 0 | 12 | 501 | 475 | 5,039 |
| Powered by Newsflo | Powered by Scopus | Powered by Scopus | Powered by Mendeley | Powered by ScienceDirect |

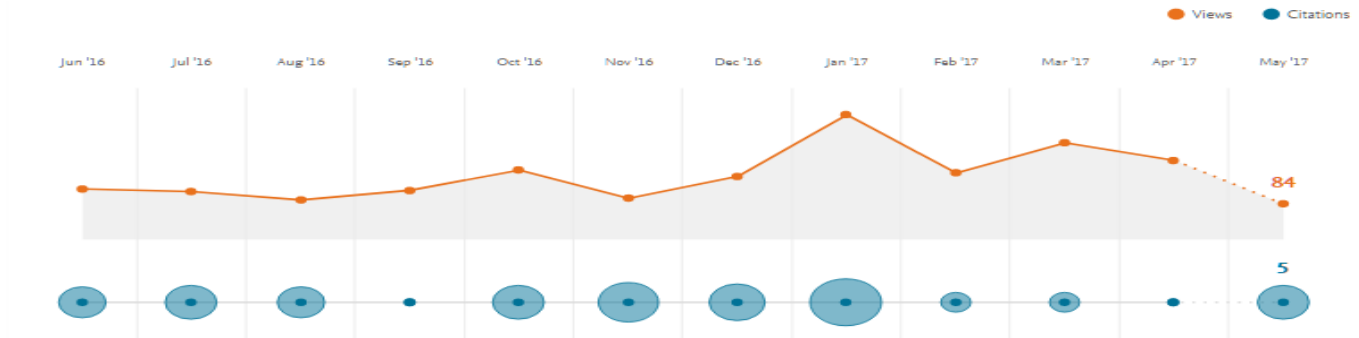
## Performance Timeline

### Views this month

84 Robert's publications have received 84 views so far this month and a cumulative 957 views so far this year.

### Citations this month

5 Robert's publications have been cited 5 times so far this month and a cumulative 18 times so far this year.



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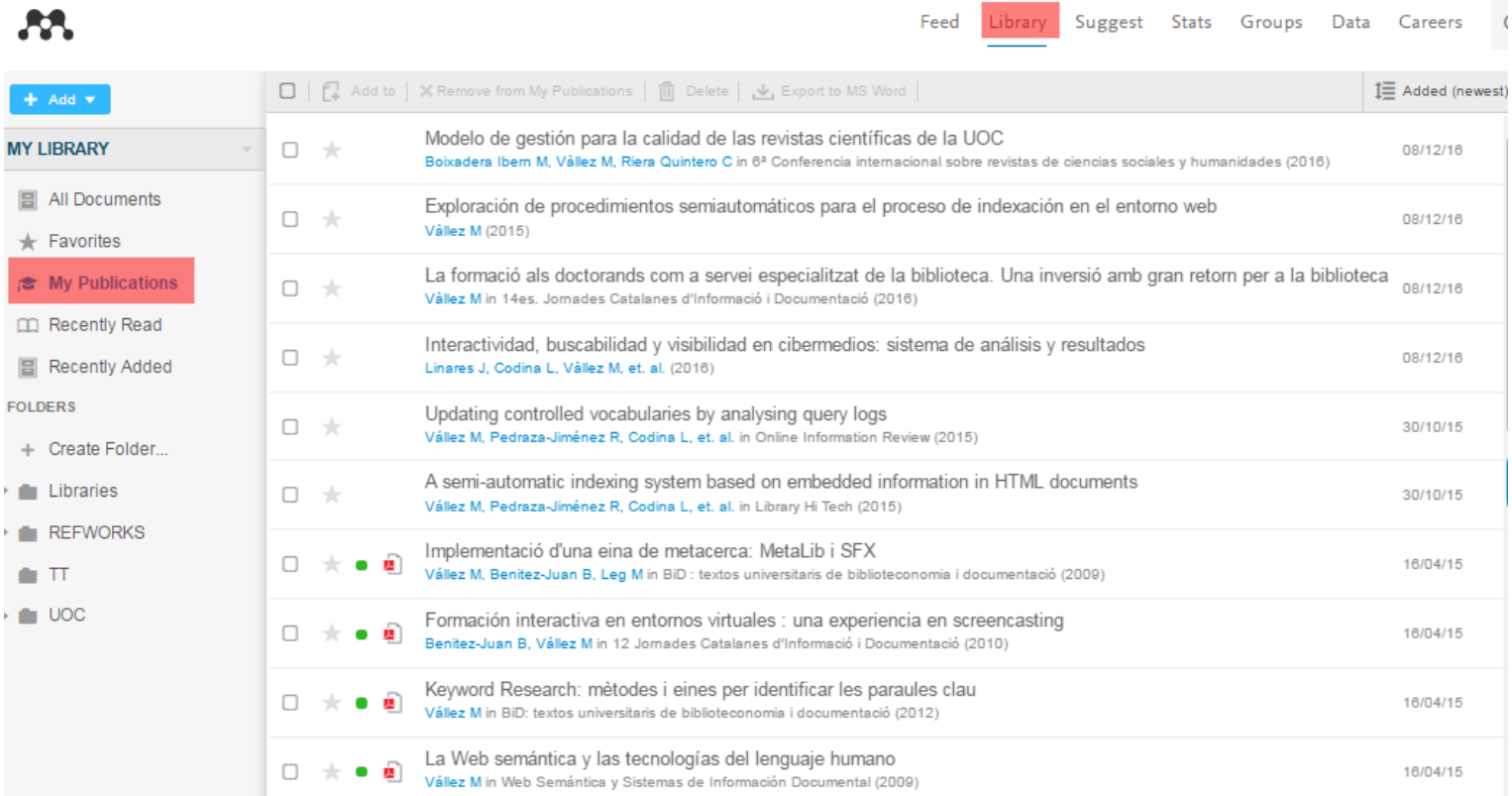
MENDELEY



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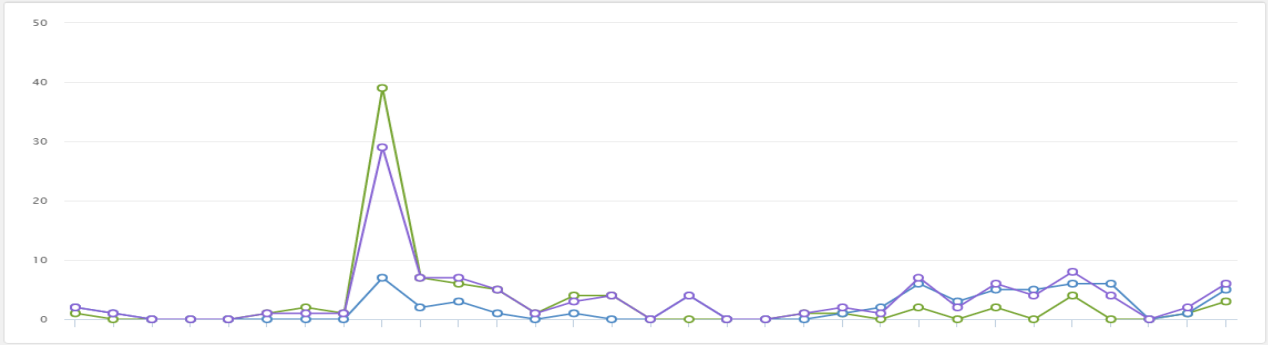
Academia.edu
share research

OVERVIEW PAPERS COUNTRIES

30 DAYS 60 DAYS




61

85
DAY DOCUMENT VIEWS

104
30-DAY UNIQUE VISITORS

30-day Views
85 ▲750%

30-day Downloads
16 ▲220%

| Title | 30 Day Views | 30 Day Uniques | 30 Day Downloads | All-Time Views | All-Time Downloads |
|---|---|---|---|---|---|
| Los patrones de diseño como herramientas para guiar la práctica del profesorado. The design patterns as tools to guide the practice of teachers A b s t r a c t | 59 | 47 | 14 | 59 | 14 |
| The Future of Ubiquitous Learning. Learning Designs for Emerging Pedagogies | 8 | 4 | 0 | 57 | 0 |
| Learning Analytics as a Metacognitive Tool | 4 | 4 | 2 | 55 | 13 |
| Instructional Design for Computer-Supported Collaborative Learning In Primary and Secondary Education | 2 | 1 | 0 | 3 | 0 |

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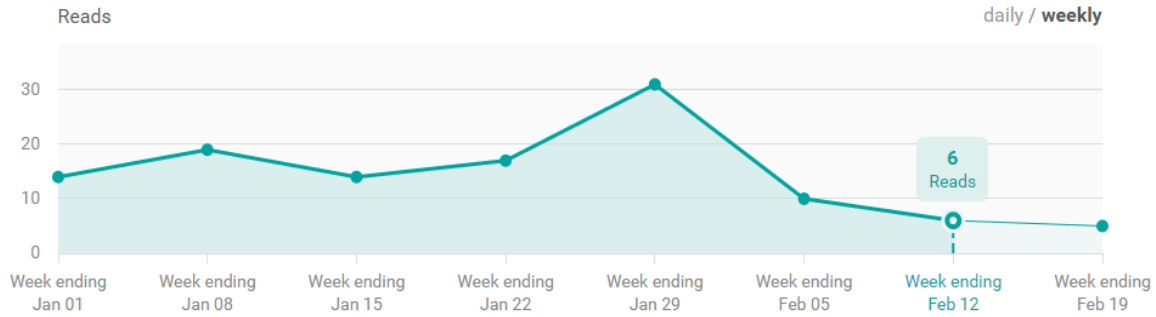
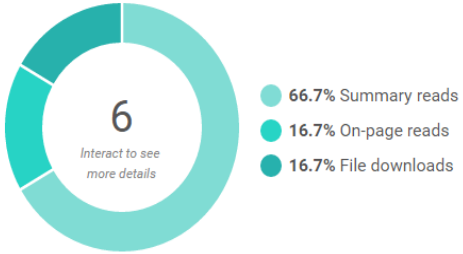
ResearchGate

| Reads | Citations | Profile views |
|---|---|---|
| 2,582 | 410 | 430 |
| Last week: 6 | Last month: 2 | Last week: 2 |




Reads breakdown




Top read research

See more

**Article**

High capacity audio watermarking using the high frequency band of the wavelet domain — 2

Mehdi Fallahpour, David Megías

Multimedia Tools and Applications 04/2011; 52(2). DOI:10.1007/s11042-010-0495-1

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**Article**

LSB matching steganalysis based on patterns of pixel differences and random embedding — 1

Daniel Lerch-Hostalot, David Megias

Computers & Security 02/2013; 32:192-206. DOI:10.1016/j.cose.2012.11.005

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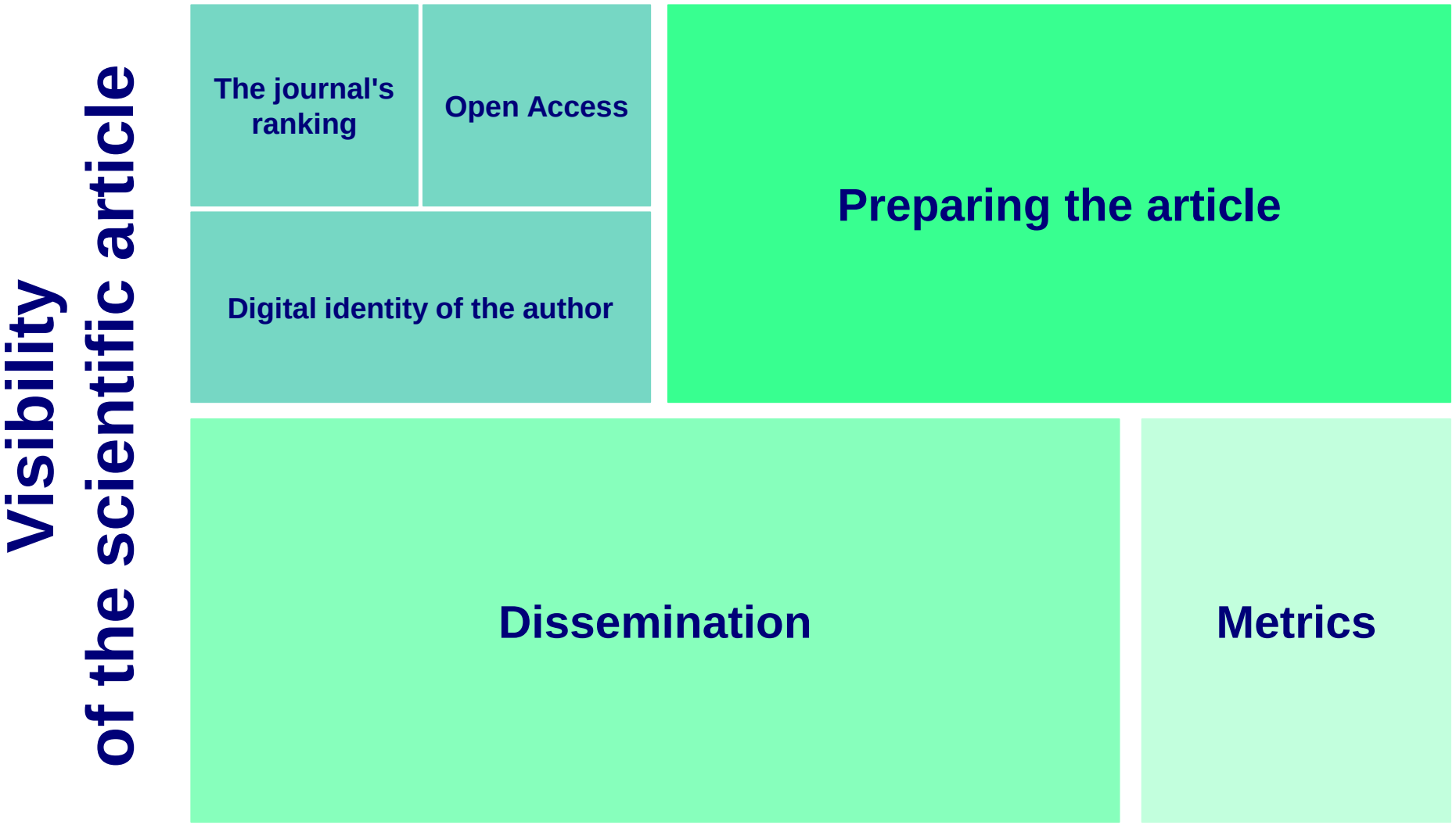
Visibility
of the scientific article
The journal's ranking
Open Access
Digital identity of the author
Preparing the article
Dissemination
Metrics

# Academic search engines

- ✓ Search keywords
- ✓ Number of citations
- ✓ The author's reputation
- ✓ The journal's reputation
- ✓ Structure of the article
- ✓ Updating the content
- ✓ Processing the *Bibliography section*

# Scientific article

## Response

| | |
|---|---|
| Response-Code | 200 (OK) |

## Text Information

| | |
|---|---|
| Words | 416 |
| Internal Links | 46 |
| External Links | 10 |
| Nofollow Links | 0 |

## Head

| | |
|---|---|
| title | Between Lived and Archived Memory: How Digital Archiv (72 Characters) |
| citation_keywords | digital archives; memory; History; India; |
| dc.source.uri | http://digithum.uoc.edu |
| citation_publication_date | 2017-01-15 |
| twitter:card | summary_large_image |
| citation_author_institution | Martin Luther University Halle-Wittenberg |
| citation_title | Between Lived and Archived Memory: How Digital Archiv |
| citation_publisher | Universitat Oberta de Catalunya, Universidad de Antioqu |
| citation_journal_title | Digithum |
| dc.format | pdf |
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| citation_author_email | katja.mueller@zirs.uni-halle.de |

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  <meta name="twitter:widgets:csp" content="on">


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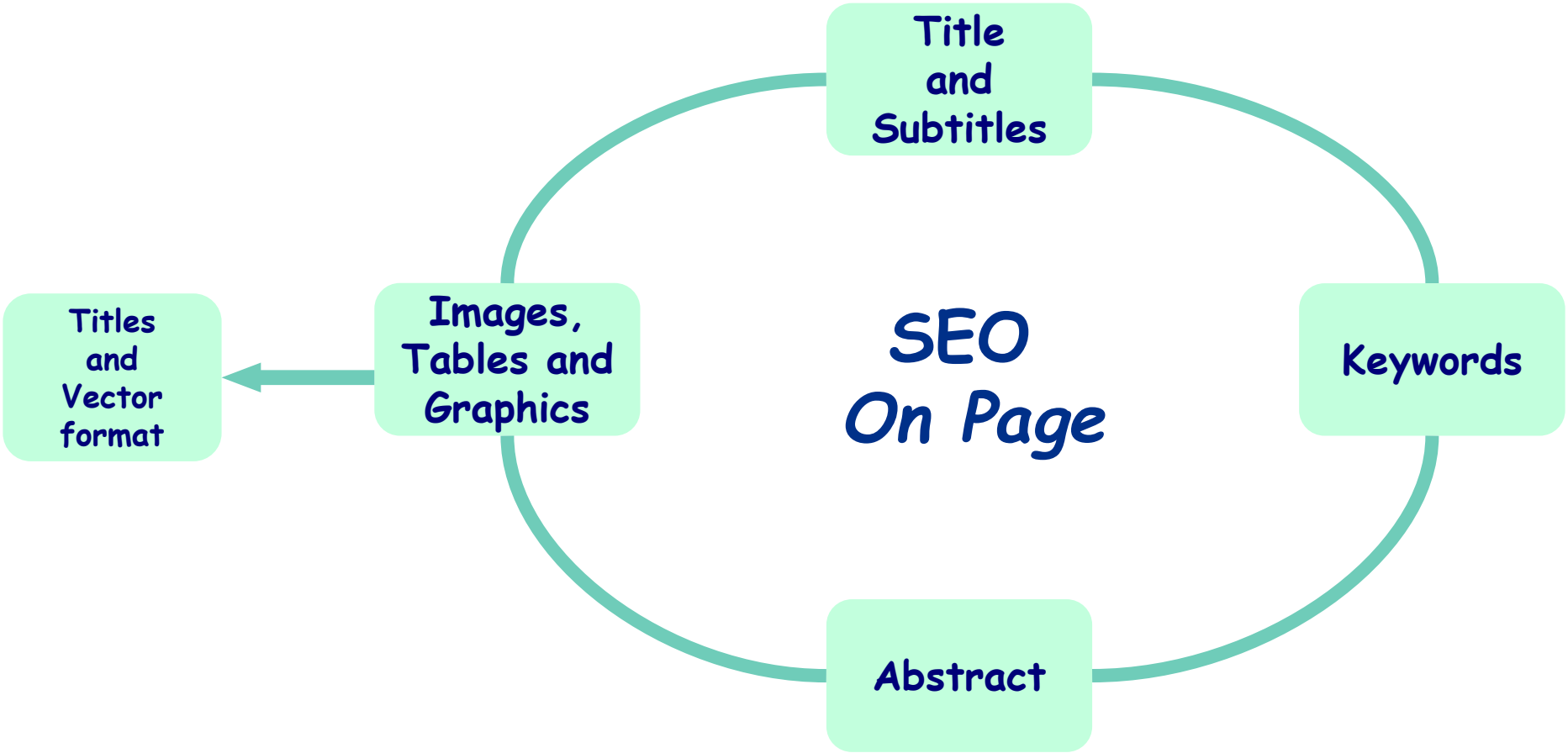
# Scientific article



# TITLE: analysis on WoS

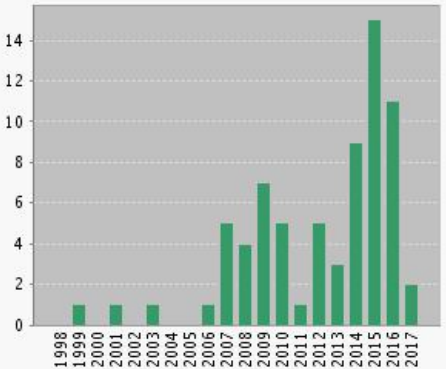
**Informe de citas: 72**

*(de Todas las bases de datos)*

Buscó: **Título:** (ecosystem NEAR/1 learning) ... **Más**

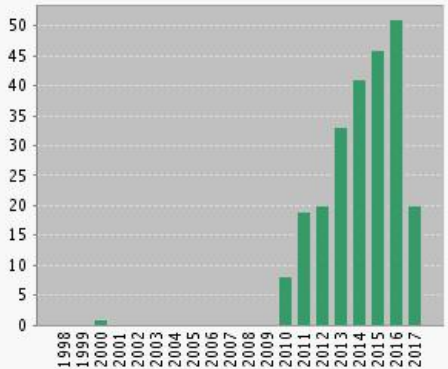
Este informe refleja las citas de los elementos origen indexados en todas las bases de datos.

**Elementos publicados cada año**




Se muestran los últimos 20 años.

**Citas cada año**




Se muestran los últimos 20 años.
Ver un gráfico con todos los años.

| | |
|---|---|
| Resultados encontrados: | 72 |
| Total de veces citado [?] : | 245 |
| Total de veces citado sin citas propias [?] : | 241 |
| Artículos en que se cita [?] : | 245 |
| Artículos totales en que se cita sin citas propias [?] : | 241 |
| Promedio de citas por elemento [?] : | 3.40 |
| h-index [?] : | 6 |

# TITLE: analysis on WoS

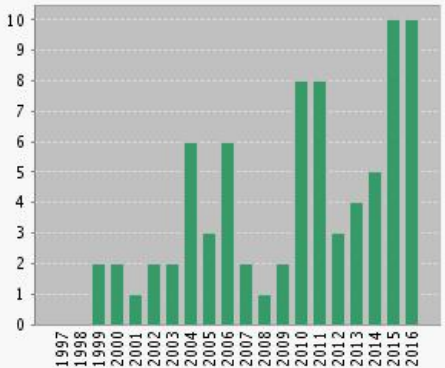
**Informe de citas: 87**

*(de Todas las bases de datos)*

Buscó: **Título:**(ecology NEAR/1 learning) **...Más**

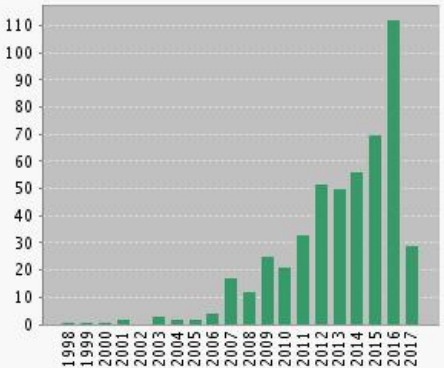
Este informe refleja las citas de los elementos origen indexados en todas las bases de datos.

**Elementos publicados cada año**




Se muestran los últimos 20 años.
Ver un gráfico con todos los años.

**Citas cada año**




Se muestran los últimos 20 años.
Ver un gráfico con todos los años.

| | |
|---|---|
| Resultados encontrados: | 87 |
| Total de veces citado [?] : | 496 |
| Total de veces citado sin citas propias [?] : | 483 |
| Artículos en que se cita [?] : | 482 |
| Artículos totales en que se cita sin citas propias [?] : | 475 |
| Promedio de citas por elemento [?] : | 5.70 |
| h-index [?] : | 12 |

# TITLE: analysis on WoS

Use las casillas de verificación para eliminar elementos individuales de este informe de citas
o restrinja la búsqueda a elementos publicados entre 1900 y 2017 Ir

| | 2013 ◄ | 2014 | 2015 | 2016 | 2017 ► | Total | Promedio de citas por año |
|---|---|---|---|---|---|---|---|
| | 50 | 56 | 70 | 112 | 29 | 496 | 22.55 |
| 1. **Interest and self-sustained learning as catalysts of development: A learning ecology perspective**<br>Por: Barron, Brigid<br>HUMAN DEVELOPMENT Volumen: 49 Número: 4 Páginas: 193-224 Fecha de publicación: 2006 | 16 | 22 | 20 | 46 | 11 | 162 | 13.50 |
| 2. **What can we learn about ecology and evolution from the fossil record?**<br>Por: Jackson, Jeremy B. C.; Erwin, Douglas H.<br>TRENDS IN ECOLOGY & EVOLUTION Volumen: 21 Número: 6 Páginas: 322-328 Fecha de publicación: JUN 2006 | 6 | 2 | 4 | 7 | 3 | 52 | 4.33 |
| 3. **Evolutionary ecology of learning: insights from fruit flies**<br>Por: Kawecki, Tadeusz J.<br>POPULATION ECOLOGY Volumen: 52 Número: 1 Páginas: 15-25 Fecha de publicación: JAN 2010 | 8 | 6 | 7 | 9 | 4 | 42 | 5.25 |
| 4. **Emergent Learning and Learning Ecologies in Web 2.0**<br>Por: Williams, Roy; Karousou, Regina; Mackness, Jenny<br>INTERNATIONAL REVIEW OF RESEARCH IN OPEN AND DISTANCE LEARNING Volumen: 12 Número: 3 Número especial: SI Páginas: 39-59 Fecha de publicación: 2011 | 4 | 4 | 11 | 7 | 1 | 31 | 4.43 |
| 5. **Evolutionary fire ecology: lessons learned from pines**<br>Por: Pausas, Juli G.<br>TRENDS IN PLANT SCIENCE Volumen: 20 Número: 5 Páginas: 318-324 Fecha de publicación: MAY 2015 | 0 | 0 | 4 | 14 | 3 | 21 | 7.00 |
| 6. **Equitable ecology: collaborative learning for local benefit in Amazonia**<br>Por: Shanley, P; Gaia, GR<br>Conferencia: Workshop on Deepening the Basis of Rural Resource Management Ubicación: INT SERV NATL AGR RES, THE HAGUE, NETHERLANDS Fecha: FEB 16-18, 2000<br>AGRICULTURAL SYSTEMS Volumen: 73 Número: 1 Páginas: 83-97 Número de artículo: PII S0308-521X(01)00101-9 Fecha de publicación: MAY 2002 | 1 | 1 | 0 | 0 | 0 | 16 | 1.00 |

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# Abstract

***False*** *Remembering in the* ***Aged***

Researchers studying human **memory** have increasingly focused on **memory** accuracy in **aging** populations. In this article we briefly review the literature on **memory** accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished **memory** accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high level of **false memories** observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline with **age**, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

*This article appears on the first page of results in Google for false+memory+aged.*

***False*** *Remembering in the Senior Population*

Researchers studying human **memory** have increasingly focused on its accuracy in senior populations. In this article we briefly review the literature on such accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high levels observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline in later life, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

# Visibility of the scientific article

Scientific journal and digital identity

Title of the article

Title of sections

Summary

Keywords

Graphics

Tables

Images

Dissemination

Metrics

# Dissemination

- ✓ Self-archiving in repositories: text, data, software, etc.
- ✓ Academic social media.
- ✓ Social media: Twitter, LinkedIn, Facebook, Instagram, etc.
- ✓ Dissemination: Blogs, Talks, Wikipedia, Lectures, YouTube, Graphic version, Press, etc.

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# Self-archiving

## Repositories

### Themed

- ✓ RePEc (Economics)
- ✓ ArXiv (Physics, Mathematics, etc.)
- ✓ E-LIS (Library and Information Science)
- ✓ SSRN (Multidisciplinary)

### Institutional

- ✓ O2, the Oberta in Open Access
- ✓ ROAR
- ✓ OpenDOAR

## Academic social media

Academia.edu

ORCID

RESEARCHERID

MENDELEY

ResearchGate

# Self-archiving

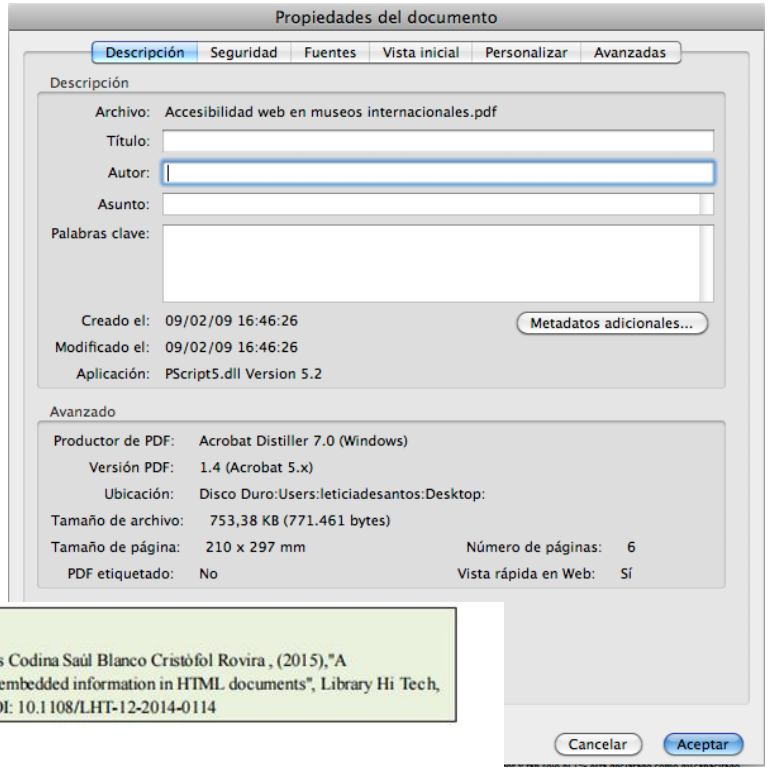
## What can be self-archived?

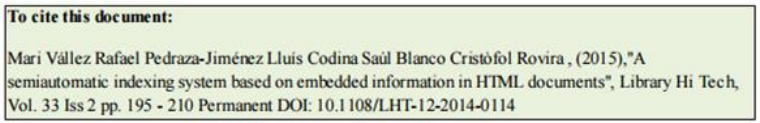
- ✓ Signed licence
- ✓ Tools for knowing every journal's policy

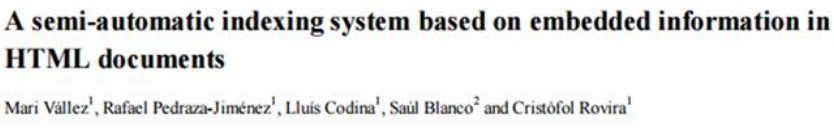
# Self-archiving

## Self-archiving file format

- ✓ PDF
- ✓ Metadata
- ✓ Name and title of the file
- ✓ Include the citation of the original source



# Examples of dissemination

## Videos

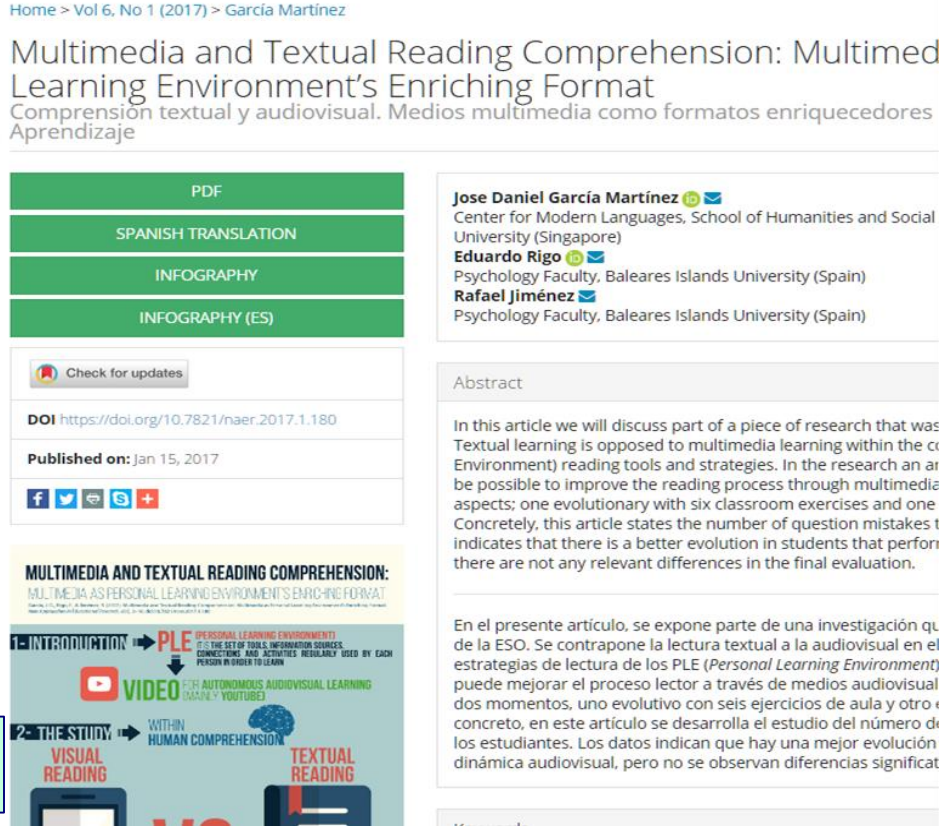
Featured article

Have you ever wondered what motivates use social Media?

Find out how Duvince Zhalimar Dumpit and Cheryl Joy Fernandez used an extended technology acceptance model to examine the drivers of social media amongst Filipino users in Higher Education Institutes.

Read the article here!

## Infographics



# Examples of dissemination

## Wikipedia

abril de 2013.

22. ↑ Leyva García, Víctor Hugo; Díaz García, Erika; et. al. (abril de 2013). «La función cognitiva del microcontrolador Arduino en la generación de aprendiza *Robótica* (México: Facultad de Ingeniería. UNAM) (5): 6. Consultado el 1 de mayo de 2013.
23. ↑ Cabero, Julio (04/2006). «Bases pedagógicas del e-learning». *Revista de Universidad y Sociedad del Conocimiento*. Consultado el 27 de junio de 201
24. ↑ UNESCO. «Modelo de Simulación de Políticas y Estrategias Educativas (EPSSim)». Consultado el 24 de abril de 2013.

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Lerga Felip, M., & Aibar Puentes, E. (2015). Guia de bones pràctiques per a l'ús docent de Viquipèdia a la universitat, September 2015. http://openaccess.uoc.edu/webapps/o2/handle/10609/38241

## Blogs

nature.com blogs

Nature.com Blogs › Blog

17 May 2017 | 17:05 BST

### The story behind the story: Life, hacked

Posted by Colin Sullivan

This week's Futures story challenges the very nature of your existence. Brought to us by Krystal Claxton, *Life, hacked* takes a fresh view of what it means to exist — with added rubber ducks. You can keep up to date with Krystal's writing at her website or by following her on Twitter. Here, she kindly gives some insights into the background of her latest tale — as ever, it pays to read the story first.

**Writing *Life, hacked***

Have you heard the bad news? It turns out that several high-profile physicists and philosophers agree you most likely don't exist. Statistically speaking, you are probably inhabiting — and indeed are yourself — a high-fidelity simulation.

Oh but it's actually much worse than that. Not only are you not real, but it's impossible for you to ever become so. The characters of *The Matrix* had it easy — their consciousnesses were housed in real human brains. The sort that could wake up. But your software is almost certainly run on some Fusion Age hardware not in any way attached to a human body.

A simple copy/paste into some hardware with real-world access won't help you. Sure, a version of you will escape, but that isn't *you* specifically, the person in the simulation currently processing the words on the screen. Your copy may go boldly forth, but you will remain. An outdated file. The kind that gets synced over in OneDrive or purged as a duplicate by dupeGuru. (If you manage to survive becoming a legacy copy, the cloning yourself problem is a whole other can of worms. Having to deal with an infinite number of yourselves was enough to make even Steven Universe become morally compromised.)

So you'll never wake up and you'll never escape ... Now what?

If you're going to be trapped in a high-fidelity simulation, wouldn't you at least like to make yourself

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– Chris Hillier
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– Ed Rybicki
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– Fernando Kreutz
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# Examples of dissemination

## Press releases

### La UOC i la URV desenvolupen un sistema que oculta automàticament la informació confidencial de documents

Editat per Cristina Aranda Achell el 27/04/17 EN - ES Comparteix Imprimeix

innovació notícies recerca

La investigadora Montserrat Batet, del grup de recerca KISON de la UOC, i l'investigador David Sánchez, del grup de recerca CRISES-Càtedra UNESCO de Privadesa de Dades de la URV, han dissenyat un sistema que detecta i oculta automàticament la informació confidencial de documents de text. D'aquesta manera, els documents es poden enviar a tercers sense comprometre'n la privacitat i mantenint l'anonimat de les entitats (persones, organitzacions, etc.) a les quals fan referència els documents.

Actualment, les dades personals són de gran utilitat en molts àmbits, tant de recerca com de negocis o de planificació. Per exemple, les **dades de pacients emmagatzemades en historials mèdics** són fonamentals per a fer recerca mèdica; les **operacions bancàries** són la base per a fer anàlisis financeres, i l'anàlisi de les **transaccions comercials** serveix per a millorar la personalització dels serveis que es presten. Donat que moltes d'aquestes dades són confidencials, els documents que les contenen s'han de protegir abans d'enviar-los als investigadors que les faran servir. Utilitzar mecanismes de protecció adequats és, per tant, essencial per a garantir la privadesa i/o l'anonimat dels individus.

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# Examples of dissemination

**Twitter**

Include the DOI name in the URL!

# Examples of dissemination

## LinkedIn

**Mobile Learning Scenarios from a UCD Perspective.**
2010 • MobileHCI '10: Proceedings of the 12th international conference on Human computer interaction with mobile devices and services.

REBAQUE-RIVAS, P., Gil-Rodríguez, E.P., Manresa-Mallol, I. (2010) Mobile Learning Scenarios from a UCD Perspective. MobileHCI '10: Proceedings of the 12th international conference on Human computer interaction with mobile devices and services, Lisbon, Portugal, September 7-10, 2010. Pages 389-390 ACM New York, NY, USA.

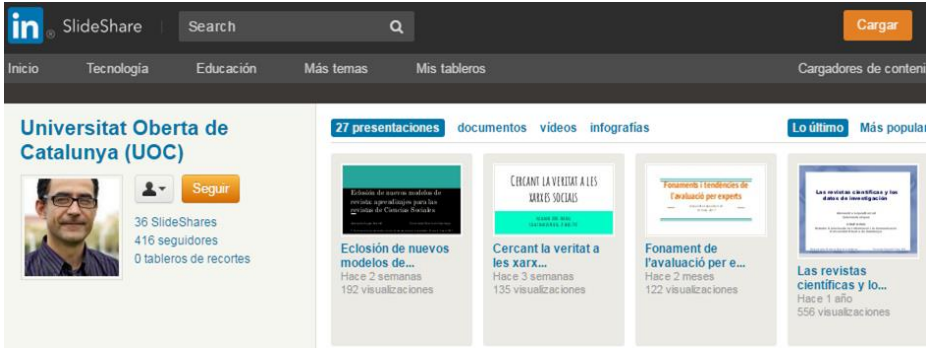
Coautores

Ver publicación

**Mobile Learning and Commuting: Contextual Interview and Design of Mobile Scenarios.**
2010 • Lecture Notes in Computer Science, Springer Berlin Heidelberg.

- Gil-Rodríguez, E.P., REBAQUE-RIVAS, P. (2010) Mobile Learning and Commuting: Contextual Interview and Design of Mobile Scenarios. In Leitner, G.; Hitz, M.; Holzinger, A. (Eds.), HCI in Work and

## Presentations



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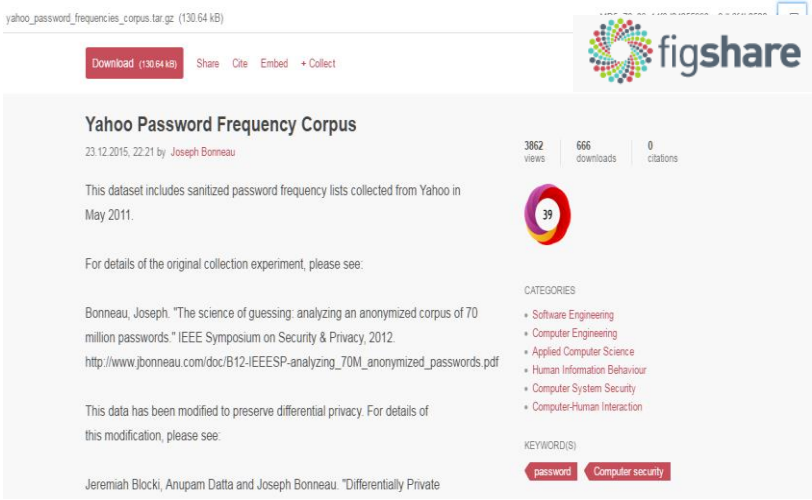
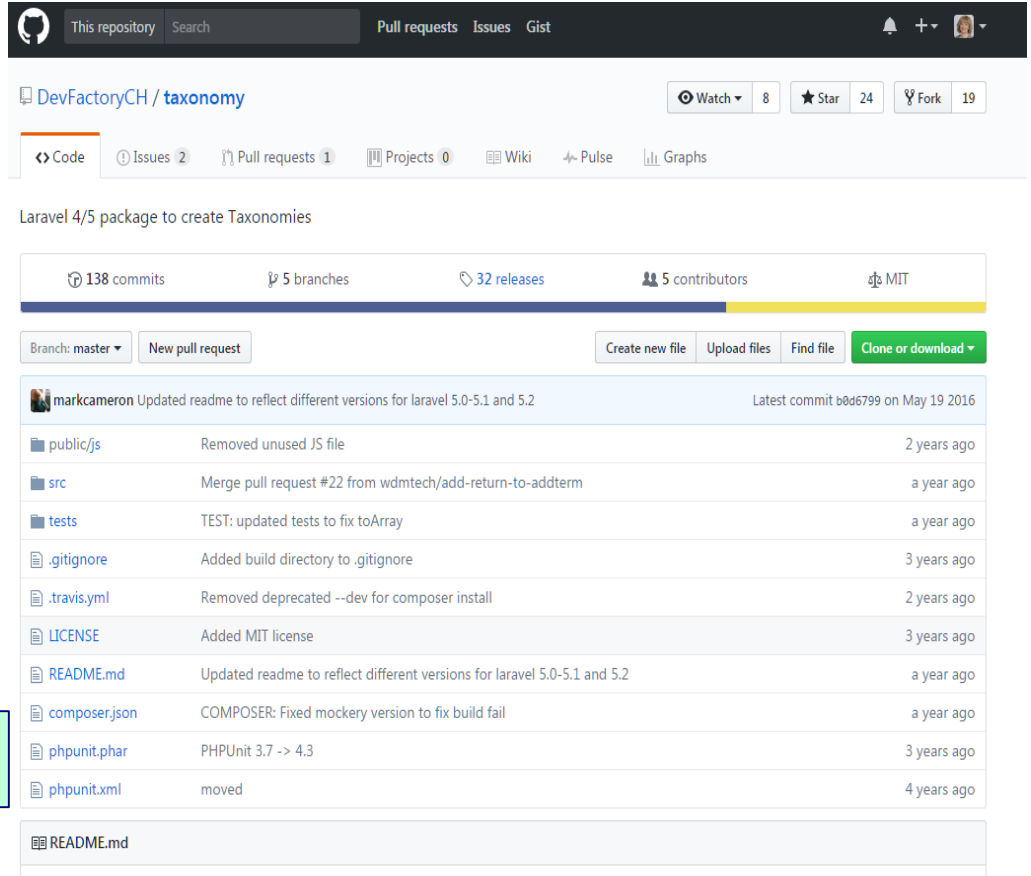
# Examples of dissemination

## Data repository




## Software repository



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# Examples of dissemination

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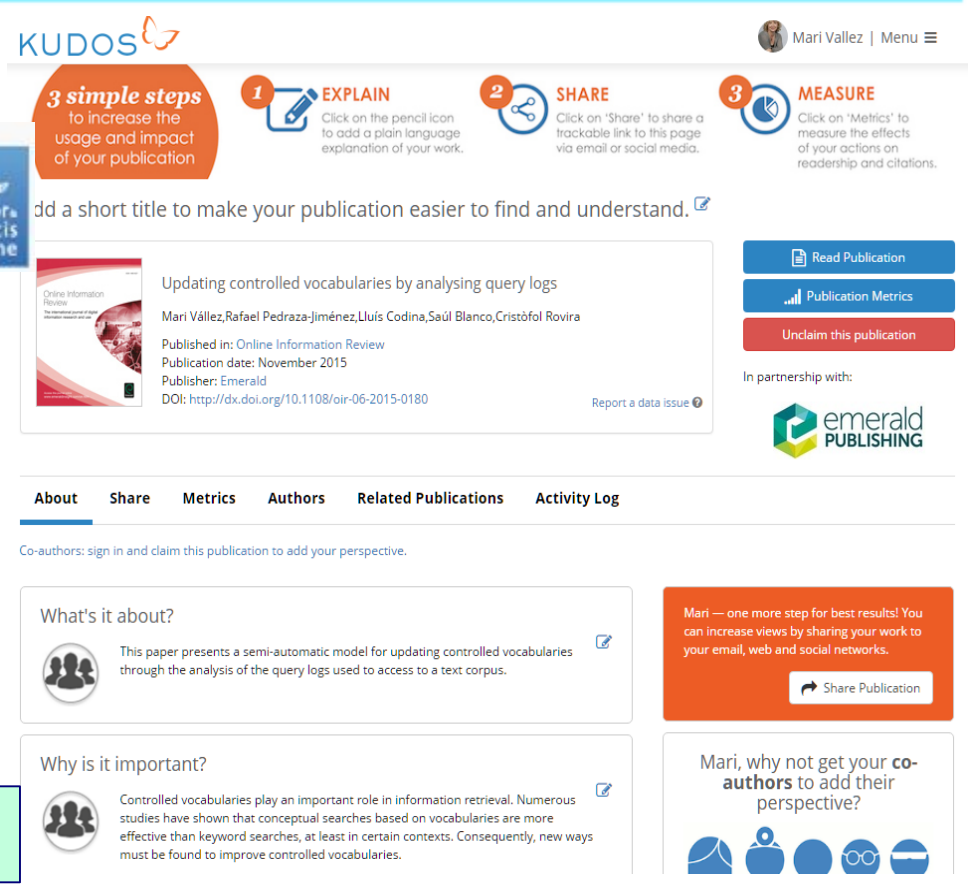


**Describe and share**

# Visibility of the scientific article

## Scientific journal and digital identity

## Preparing the article

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Repositories | Academic social media | Professional networks | Social media | Wikipedia | Data and software | Citations | |
| Video summary | Infographics | Presentations | Conferences | Talks | Press releases | H-Index | Downloads |
| Personal blogs | Scientific dissemination blogs | Discussion lists | Include article in the signature | Article distribution | Publishers' platforms | Profile visits | Mentions |

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# *Metrics analysis*

- ✓ Meet readers and researchers interested in your research
- ✓ Establish external collaborations
- ✓ Know the impact of the dissemination made
- ✓ Define the dissemination strategy
- ✓ Know the citations received

# Citations

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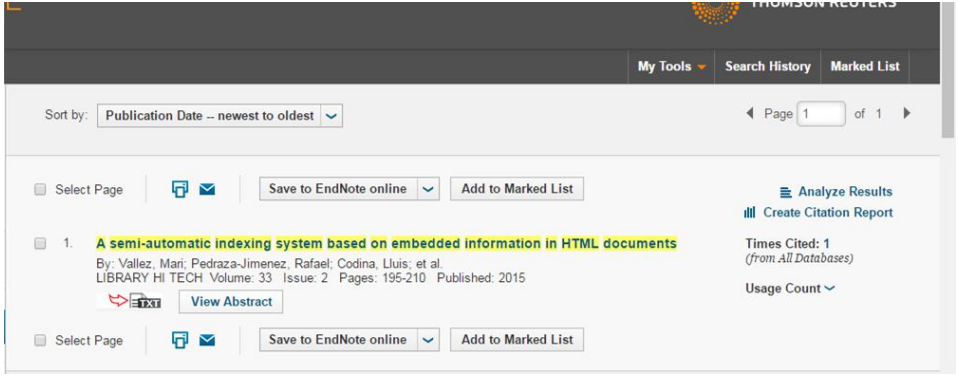
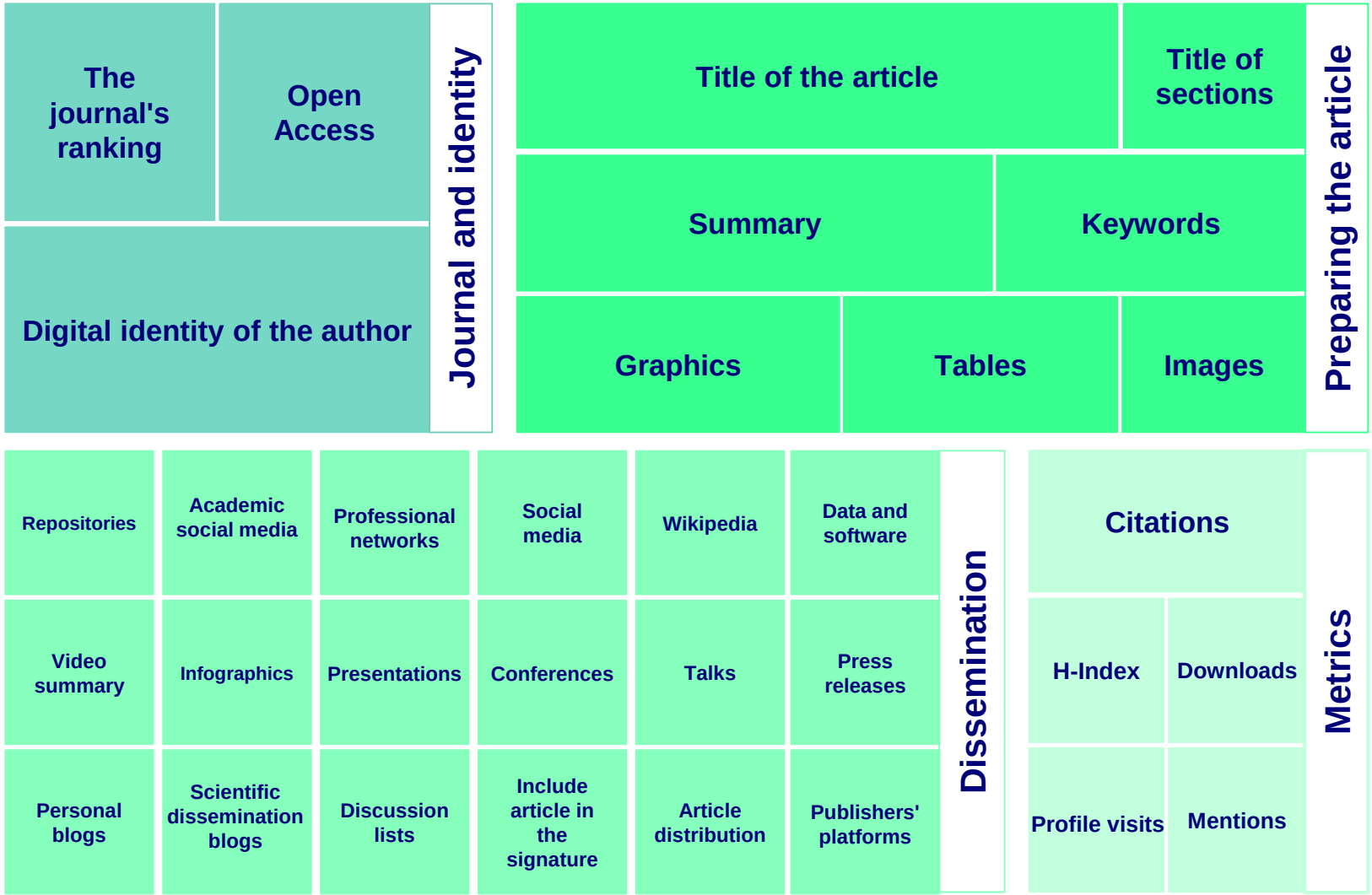


# Conclusions

- ✓ New paradigms in the world of communication:
  - New article format
  - Article v Journal
  - Mega-journals: eg *PLoS One*
- ✓ The importance of the social impact
- ✓ The need to define a strategy to disseminate your work

# Visibility of the scientific article



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- ✓ Schnitzler, K., Davies, N., Ross, F., & Harris, R. (2016). Using Twitter™ to drive research impact: a discussion of strategies, opportunities and challenges. *International journal of nursing studies*, *59*, 15-26.
- ✓ 17 Advanced Methods for Promoting Your New Piece of Content - Kissmetrics Blog

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look at the figures...
...aaaand back to surfing the web.
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