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## Social media platforms for increase the visibility of research publication

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### Abstract

To increase citation count researcher can choose supportive techniques for their research output. Article impact is more important for an author to promote their article reputation, to increase their university ranking and getting funds from fund providers. This article describes citation analysis, journal popularity, new methods of visibility and measures of the research work through social media. Publishing a research work is the beginning of article visibility and impact; as a result dissemination of research output has to be proactive. Author can uphold their research output in different ways. The published article information that the journal where it is published is indexed in the most common databases, especially Scopus and Web of Science, is often helpful for visibility of a paper.

**Keywords:** visibility, improving, social media, researcher ID, citation, impact, open access, h-index, tools

### Introduction

Nearly two million new articles were published in every year; authors presently need to consider how they can deal with the act of increasing traffic to their publications. By increasing an author's online presence, it helps increasing the visibility of the research work, consequently rise the capability of being found, cited and downloaded. To measure and evaluate of research quality of research output is an essential part of an organization. Now the approaches for raking research quality depend on the number of citations per paper. Citation means "how many times an article has been cited by other articles". Quality indicator require for a research publication for both the author and the affiliated university. Visibility of the research work is the key to increase citations when it reaches to the widest potential viewers.

### Need for research visibility

Scholars applying for projects and funding from sponsoring agencies, for promotion and tenure requires impact of their research output. It may include conventional methods like popularity of the journal and number of citations, modern measuring methods which look at the reach and visibility of the work through downloads views, mentions on blogs and on other social media platform. In this way, the tools may assist to track the work citations and references, locate the research criteria used to determine scholarships, improve the visibility of the article. The following queries arise during research publication

- Social media platforms for promoting article?
- How to find impact factor of a particular journal?
- How to locate h-index?
- How to find the citation metrics for an individual?
- How to get access of citations to a book or chapter?
- Criteria for selection of a journal to publish?
- What is ORCID for author?

### Things to be done before publishing

Before publishing any research output or an article for citations, one should follow the standard procedures, it may help the researchers. They are;

1. **Standard author name:** Author should use, "the same variation of their name always during their academic careers. If the name is a common name, consider adding your full middle name to distinguish it from other authors". Uniformity increases the retrieval.

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2. **Author affiliation address:** Author must mention uniform institutional affiliation, address, correct contact details are important to visibility of the article.
3. **Write a good abstract:** A good abstract reflects the entire article. Use good phrases, keywords, results of the article in the abstract. The abstract of the article is key to the search engines and tracking the citations, repetition of key words increases the chance of the paper to be retrieved more easily.
4. **Keywords:** Accessing the information online, key words are playing important role to search item. The keywords must be specific, whole representation of work, standard terms and that will be a sign of the article.
5. **Journal Selection:** The most impact approach to increase citation index is publishing a paper in high impact factor journal.

### Online Profiles Creation

The main purpose of creating online profiles, to solving the difficulty of researcher's name vagueness and ensures their research work is correctly recognized to them; in turn raise the accessibility and visibility of the particular research/article. The following points to be noted while creating profile

- Set the profile to be viewed by public
- Do not leave profile blank
- Upload the publications
- Linked up to all profiles
- Update profile as when required

Keep on up to dating with citing or sharing of research is most important. Citing of one's research work can look at their articles on sites like Web of Science, Scopus or Google Scholar. Some of the research profile platforms are:

- **ORCID** (Open Researcher and Contributor ID) identifier provides a permanent digital identifier that distinguishes particular researcher from every other researcher. It offers an open and independent registry for future to be the existing standard for contributor identification in research and academic publication, versions of relevant articles. It will increase visibility of the scholarly articles to the academic community. It is mainly useful for researchers with common names, who are frequently change institutions or who change their name often their career. "No matter what changes are made you will always have the same ORCID", so that other researchers can easily see details of one's research outputs.
- **ResearcherID** an identifier used by the "Web of Science". It is a unique identifier for researcher and it can also shown on Web of Science, Publons and InCites including profile and dashboard. It can be connected to ORCID ID also. If you have a ResearcherID, can also log into Publons using those credentials. Publons is a new platform to improve the visibility of research output from the improved Web of Science ResearcherID. It contains multidisciplinary abstract and citation database of journals and book-based proceedings.
- **Author ID** used on the Scopus database to publish any article on Scopus, it automatically generated Author ID. It allows tracking publications indexed in the Scopus citation database and creating metric reports. It can use to follow the research output of other researchers, institutions and identify prospective collaborators. It can be connected to ORCID ID. In all services of researchers

should check that all their publications are correctly associated with their profile and update the profile or request for corrections also if required. They can also supplement their profiles with affiliation information and monitor both the citation data and h-index from the Web of Science.

- **Google Scholar Citation Profile** is citation services provide free and allows authors to track citations to their scholarly output and to calculate citation metrics based on Google Scholar citation data. This profile can be made public or kept private. It is a popular tool to showcase one's research outputs along with citations associated with these outputs. It also counts articles, theses, books and other documents towards researcher citation metrics. It also calculates some basic bibliometric indicators of impact.

### Use Open Digital Repositories

Free availability of an article on web is increases impact and maximizes the visibility of research. Free access (OA) increases citation rate. Open access publishing makes scholarly works available online, free for anyone to find and read. The potential readership of open access articles is far greater than that for articles where the full-text is restricted to subscribers. Making research output open access will make it more visible. Contribute to outputs of research publications, preprints, seminar papers and poster presents, presentations, research data, video are all data of your research activity. Some of the open access repositories are:

- **Digital Commons Network:** It brings together free, full-text scholarly articles from number of universities and institutions worldwide. It is curate by university librarians and their supporting institutions; the network includes a growing collection of peer-reviewed journal articles, book chapters, dissertations, working papers, conference proceedings, and other original scholarly publications.
- **OpenDOAR:** It is an reliable directory of academic open access repositories with freely available academic research information. Every repository has been visited by professional members to provide a quality-controlled list of repositories.
- **Registry of Open Access Repositories (ROAR):** Lists and shows the growth and status of repositories throughout the world. It has an option to search for a particular repository or for open access content.
- **CORE:** The main object is to aggregate all open access research outputs from different repositories and journals worldwide and make them accessible to the public. It facilitate facilitates 'free unrestricted access to research for all'.
- **Other popular publication subject repositories include;**
  - Arxiv: e-prints in Physics, Mathematics, Computer Science, Quantitative Biology, Quantitative Finance, Statistics, Electrical Engineering and Systems Science, Economics.
  - Cogprints: Psychology, Neuroscience, Linguistics and Computer Science.
  - Disciplinary repositories: List of subject repositories from the OA Directory.
  - Engrxiv: Open archive of Engineering.
  - RePEc: Research papers in Economics.
  - SportRxiv: Sport, Exercise and Physical Activity-Related Research.

### Social Media Platforms:

Social media platforms are very useful to promote scholarly publications providing links, which web search engines such as Google, academic social networking websites, email signature. Promoting research online will help the increasing the potential audience and to connect with other researchers. Social media offer several opportunities for researchers to network with their colleagues and make their research visible to the peers and general public. There are a number of different social media platforms such as:

- **ResearchGate** is a most popular academic social network site. It is multidisciplinary in scope with more features compared to other networks supporting more mechanisms for getting reputation. This can be used for distribution publications, connecting with other researchers, collaboration and career searches. It allows members to create profile, upload files and monitor impact of their outputs and their own activity in the network.
- **Academia.edu** is another multidisciplinary academic online website. It is high-quality for showcasing publications and provides basic statistics relating to downloads. It has a well-built profile for showcasing of achievements and skills. Impact measures are available including profile views, document views, document downloads, unique visitors, external links to documents, geographic distribution of visitors and referrals for count.
- **LinkedIn** is one of the online network website for professionals, can create a profile, connect with experts and network. It is not in particular designed for academics or researchers; can list your publications and other research outputs, experiences, skills and positions of current and past. It is very useful for exposure in broader communities including industry, business or government.
- **Mendeley** is mainly a reference manager and academic social networking platform. It helps researchers to organize documents, work together with others online users to discover the latest research. It has been used a source of data for altmetrics, mainly for extracting distribution extent of research outputs. It provides number of followers, publication as well as their geographic location and status, ranking of publication by readership.
- **Blog:** is an important tool for making research output more visible. Blogs content is freely accessible and not limited by publisher restrictions as a result potentially reaching and influencing much wider and diverse audiences. This can be enhanced the author reputation as an expert in their field and allow to gain valuable feedback on thoughts, widen the author professional network.

### Conclusion

There are different scholarly sites for boosting researcher's visibility such as Academia.edu, Mendeley, Epernicus, Scribd, ORCID, etc. All these sites allow free registration and also author can upload their articles there to be visible. There are varieties of possibilities for encouraging self-publication now days. It has not only become the right of the author, but also his /her obligation to promote the article after publication. To publish any research output, to begin by distributing copies of the article to colleagues and post in the institute repository. Posting it on social media site like

Research Gate, LinkedIn, Twitter, Blogs and provide links to the article, make small videos to upload in the YouTube. The searchability of research output for a broad number of researchers improves, as these databases have multiple users. Research impact is very important for researcher to promote their article reputation, raking of the institute and getting funds from fund providers. So, dissemination of research output plays a key role. These new platforms and techniques will help he researcher/author to make public their research work and therefore increase their visibility.

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