# Getting Your Paper Noticed

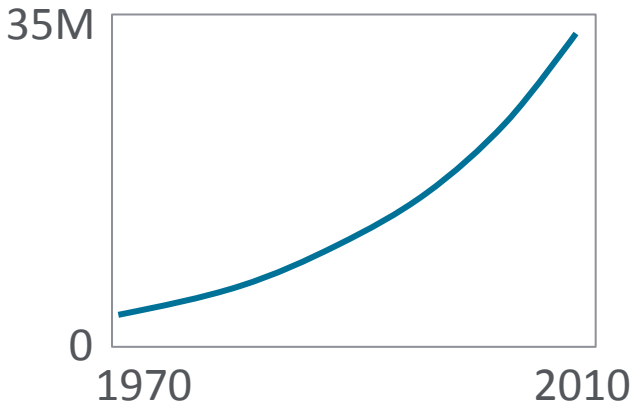
## The tools available to you

Nicholas Pak, Solutions Consultant

October 2015

# You want to make sure your article gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it's a real challenge to keep up with the literature
- Your job: make sure your article doesn't get unnoticed




**9.3 hrs/week –** average time spend on literature

# What are the tools available right now, to get noticed?

1. ScienceDirect
   - Top content, viewed by millions
   - Top 25 most downloaded
   - Share Link

ScienceDirect

2. Scopus
   - Journal metrics
   - Author profile
   - Altmetrics

Scopus

3. Mendeley
   - Share your work
   - View downloads
   - Join groups

Mendeley

# 1. ScienceDirect

- Top content, viewed by millions
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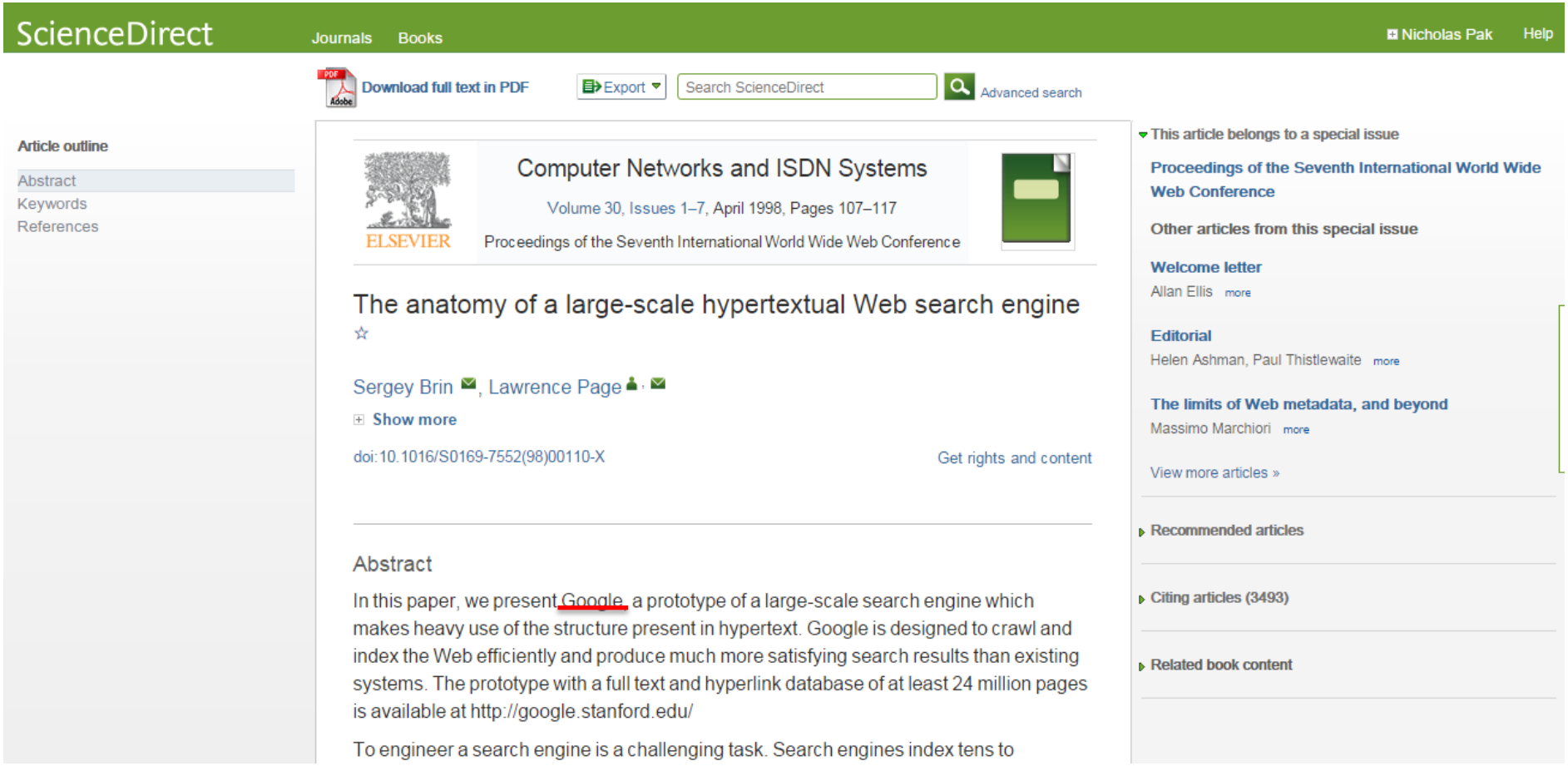
# Elsevier journals that rank No.1 in subject categories (2014)


No.1 in 62 categories
(out of 232 categories)

Source: Thomson Reuters Journal Citation Reports 2014

# Leveraging on Research



# ScienceDirect

Top 25 most downloaded

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Current: January to March 2015

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## Top 25 Hottest Articles

ScienceDirect Top 25 Articles across all subject areas

January to March 2015

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1. **Users of the world, unite! The challenges and opportunities of Social Media** • Article
   *Business Horizons, Volume 53, Issue 1, Pages 59-68*
   Kaplan, Andreas M.; Haenlein, Michael
   Cited by Scopus (1500)
2. **Comparison of the ARMA, ARIMA, and the autoregressive artificial neural network models in forecasting the monthly inflow of Dez dam reservoir** • Article
   *Journal of Hydrology, Volume 476, Pages 433-441*
   Valipour, M.; Banihabib, M.E.; Behbahani, S.M.R.
3. **Hallmarks of Cancer: The Next Generation** • Review article
   *Cell, Volume 144, Issue 5, Pages 646-674*
   Hanahan, D.; Weinberg, Robert A.
   Cited by Scopus (8854)
4. **Genome-wide CRISPR Screen in a Mouse Model of Tumor Growth and Metastasis** • Article
   *Cell, Volume 160, Issue 6, Pages 1246-1260*
   Chen, S.; Sanjana, Neville E.; Zheng, K.; Shalem, O.; Lee, K.; Shi, X.; Scott, David A.; Song, J.; Pan, Jen Q.; Weissleder, R.; Lee, H.; Zhang, F.; Sharp, Phillip A.
   Cited by Scopus (12)
5. **Social media: The new hybrid element of the promotion mix** • Article
   *Business Horizons, Volume 52, Issue 4, Pages 357-365*
   Mangold, W. Glynn; Faulds, David J.
   Cited by Scopus (350)
6. **Social media? Get serious! Understanding the functional building blocks of social media** • Article
   *Business Horizons, Volume 54, Issue 3, Pages 241-251*
   Kietzmann, Jan H.; Hermkens, Kristopher; McCarthy, Ian P.; Silvestre, Bruno S.
   Cited by Scopus (350)
7. **Synthesis of fluorine-18 radio-labeled serum albumins for PET blood pool imaging** • Article
   *Nuclear Medicine and Biology, Volume 42, Issue 3, Pages 219-225*
   Basuli, F.; Li, C.; Xu, B.; Williams, M.; Wong, K.; Coble, V.L.; Vasalatiy, O.; Seidel, J.; Green, M.V.; Griffiths, G.L.; Choyke, P.L.; Jagoda, E.M.
   Cited by Scopus (1)
8. **Engineering Complex Synthetic Transcriptional Programs with CRISPR RNA Scaffolds** • Article
   *Cell, Volume 160, Issue 1-2, Pages 339-350*

# ScienceDirect

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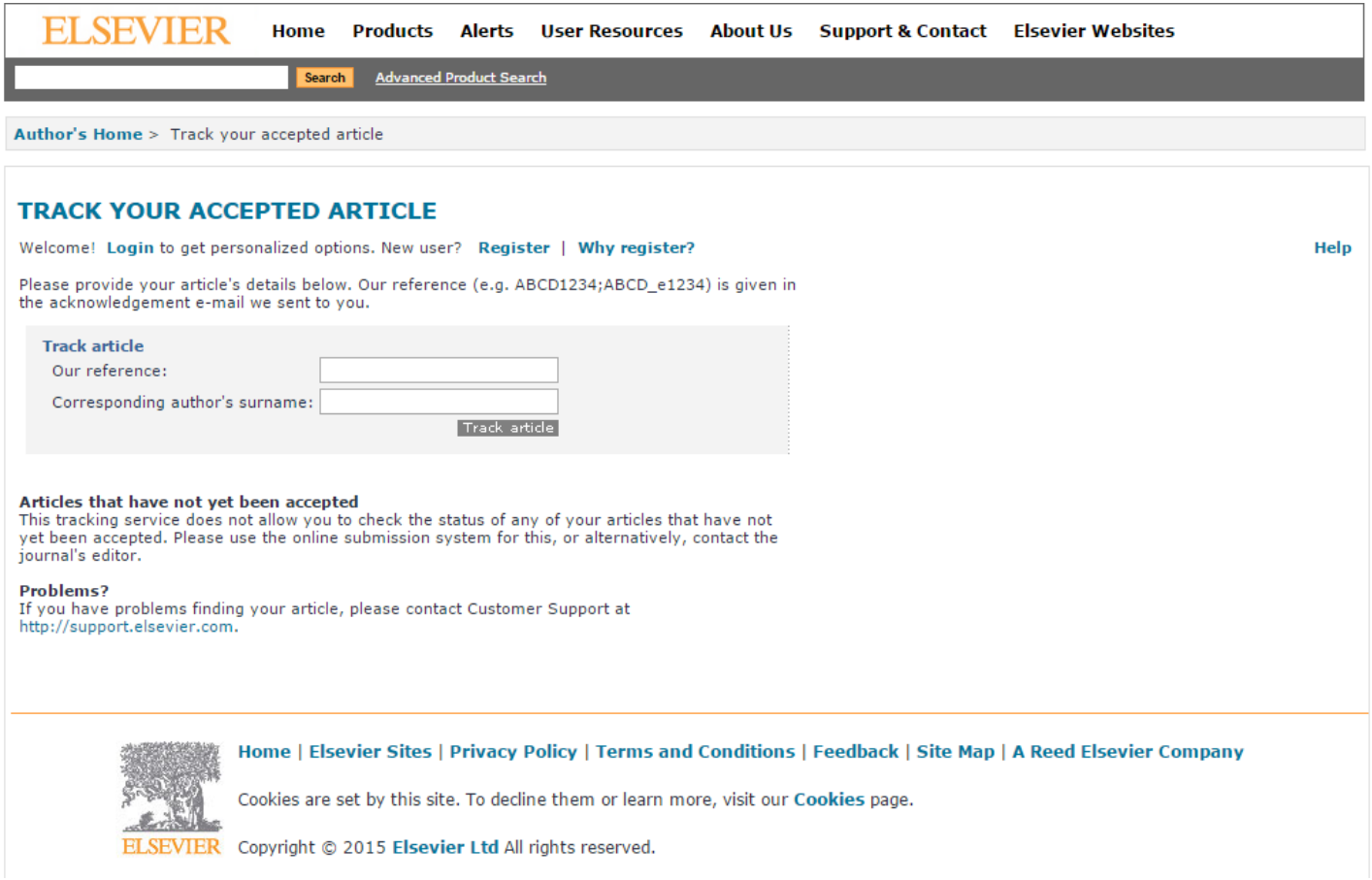

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# 2. Scopus

# Scopus Author Profile – How other researchers view your work

Scopus

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University of New South Wales (UNSW) Australia, National Drug and Alcohol Research Centre, Sydney, Australia

Author ID: 26032414500

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| | | | | |
|---|---|---|---|---|
| The association of early-life and substance use risks to violent offending among injecting drug users<br>Full Text View at Publisher | Torok, M., Darke, S., Kaye, S., Shand, F. | 2015 | Drug and Alcohol Review | 1 |
| Circumstances and toxicology of sudden or unnatural deaths involving alprazolam<br>Full Text View at Publisher | Darke, S., Torok, M., Duflou, J. | 2014 | Drug and Alcohol Dependence | 1 |
| The association of childhood physical abuse with the onset and extent of drug use among regular injecting drug users<br>Full Text View at Publisher | Darke, S., Torok, M. | 2014 | Addiction | 1 |
| Diversion and misuse of pharmaceutical stimulants among illicit drug users<br>Full Text View at Publisher | Kaye, S., Darke, S., Torok, M. | 2014 | Addiction Research and Theory | 0 |
| Sudden or unnatural deaths involving anabolic-androgenic steroids<br>Full Text View at Publisher | Darke, S., Torok, M., Duflou, J. | 2014 | Journal of Forensic Sciences | 2 |
| Violent offending severity among injecting drug users: Examining risk factors and issues around classification | Torok, M., Darke, S., Shand, F., Kaye, S. | 2014 | Addictive Behaviors | 0 |

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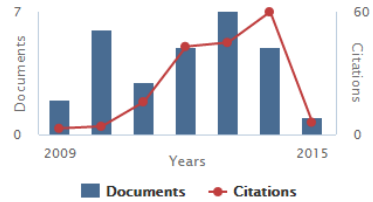


Author History

Publication range: 2009 - Present

References: 650

Source history:

Suicide & life-threatening behavior View documents
Drug and Alcohol Review View documents
Journal of Drug Issues View documents
View More

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# Scopus - Picking your journal

## About SNIP

Source Normalized Impact per Paper measures contextual citation impact by weighting citations based on the total number of citations in a subject field.

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## About IPP

The Impact per Publication measures the ratio of citations per article published in the journal.

Learn more

## About SJR

SCImago Journal Rank is a prestige metric based on the idea that not all citations are the same.

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| International Business R... | 2.102 |
| International Food and A... | 0.732 |
| International Journal of ... | 0.167 |
| International Journal of ... | 0.140 |
| International Journal of ... | 0.148 |
| International Journal of ... | |
| International Journal of ... | 0.240 |
| International Journal of ... | 0.958 |
| International Journal of ... | 0.263 |
| International Journal of ... | 1.218 |
| International Journal of ... | 0.925 |
| International Journal of ... | 0.170 |
| International Journal of ... | 0.306 |
| International Journal of ... | 0.567 |
| International Journal of ... | |
| International Journal of ... | 0.371 |
| International Journal of ... | 0.196 |

SJR | IPP | SNIP | Citations | Documents | % Not cited | % Reviews

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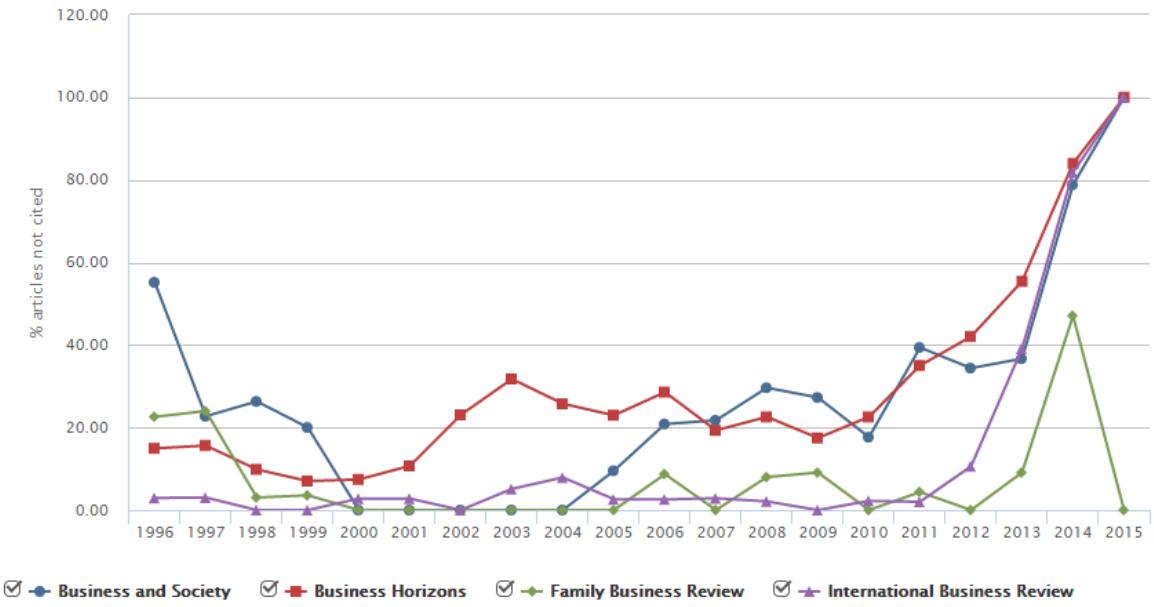
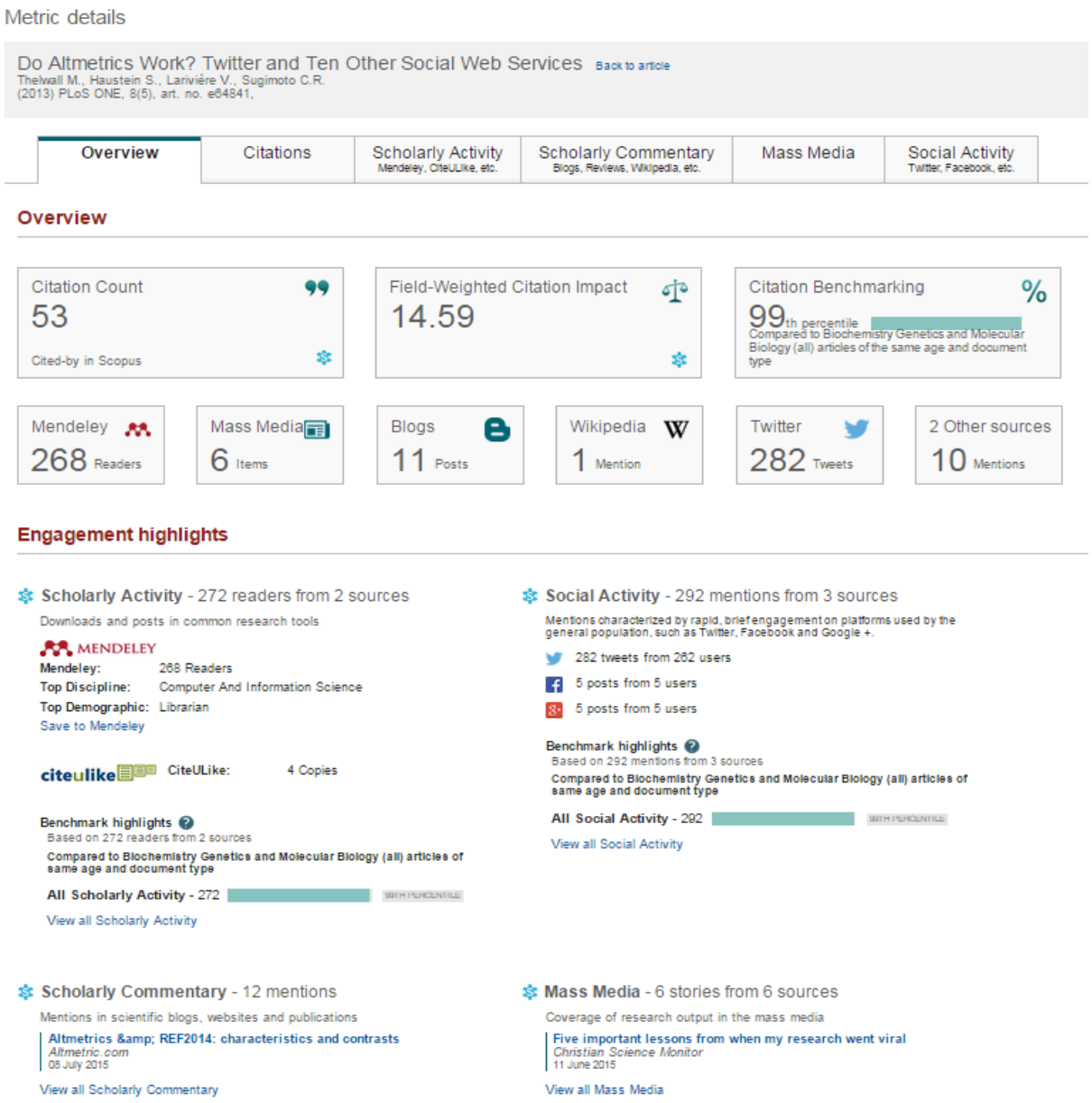


# Article level metrics




**Scholarly Activity** — Downloads and posts in common research tools such as Mendeley and CiteULike

**Social Activity** — Mentions characterized by rapid, brief engagement on platforms used by the public, such as Twitter, Facebook and Google+

**Scholarly Commentary** — Reviews, articles and blogs by experts and scholars, such as F1000 Prime, research blogs and Wikipedia

**Mass Media** — Coverage of research output in the mass media (e.g., coverage in top tier media media)

# 3. Mendeley

# Mendeley – Social research platform: Updated profile

MENDELEY

Welcome back Thomas Klingler | My Account | Upgrade

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## Dr. Victor Henning

Co-Founder/CEO, Mendeley & VP Strategy , Elsevier
Amsterdam, Netherlands

**Research field:** Psychology - Cognition
Emotions, Decision Making, Theory of Reasoned Action, Intertemporal Choice, Motion Picture Economics

### Publications

▼ Journal Article (6)

Victor Henning, Thorsten Hennig-Thurau, Stephanie Feiereisen (2012) Giving the Expectancy-Value Model a Heart, 765-781. In *Psychology & Marketing* 29 (10).

Victor Henning (2012) 研究者コミュニケーションを根本から変える文書管理の変革: Mendeley CEOが語る学術情報流通の将来 (Revolution of the reference management tool and its huge potential power to scholarly communications: The future of scholarly communications described by CEO of Mendeley Ltd.), 253-261. In *Journal of Information Processing and Management* 55 (4).
http://japanlinkcenter.org/DN/JST.JST...
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Kris Jack, James Hammerton, Dan Harvey et al. (2010) Mendeley's Reply to the DataTEL Challenge, 1-3. In *Procedia Computer Science* 1 (2).
Download PDF (13.42 KB)

Thorsten Hennig-Thurau, Victor Henning, Henrik Sattler (2007) Consumer File Sharing of Motion Pictures, 1-18. In *Journal of Marketing* 71 (October).

Thorsten Hennig-Thurau, Victor Henning, Henrik Sattler et al. (2007) The Last Picture Show? Timing and Order of Movie Distribution Channels, 63-83. In *Journal of Marketing* 71 (October).

Victor Henning, Andre Alpar (2005) Public aid mechanisms in feature film production: the EU MEDIA Plus Programme, 229-250. In *Media, Culture & Society* 27 (2).

▼ Book (1)

Thorsten Hennig-Thurau, Victor Henning (2009) Guru*Talk - Die deutsche Filmindustrie im 21. Jahrhundert. In *Schüren*.

Following | 489 Following | 619 Followers

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altmetrics
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Creatively named research papers
Earthquake and Tsunami
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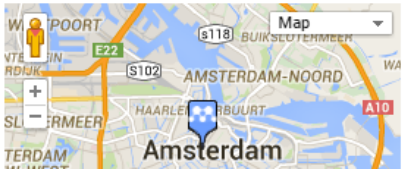
German-speaking Advisors...
Interactive Analog Media
Mendeley Publications
Organic User Interfaces

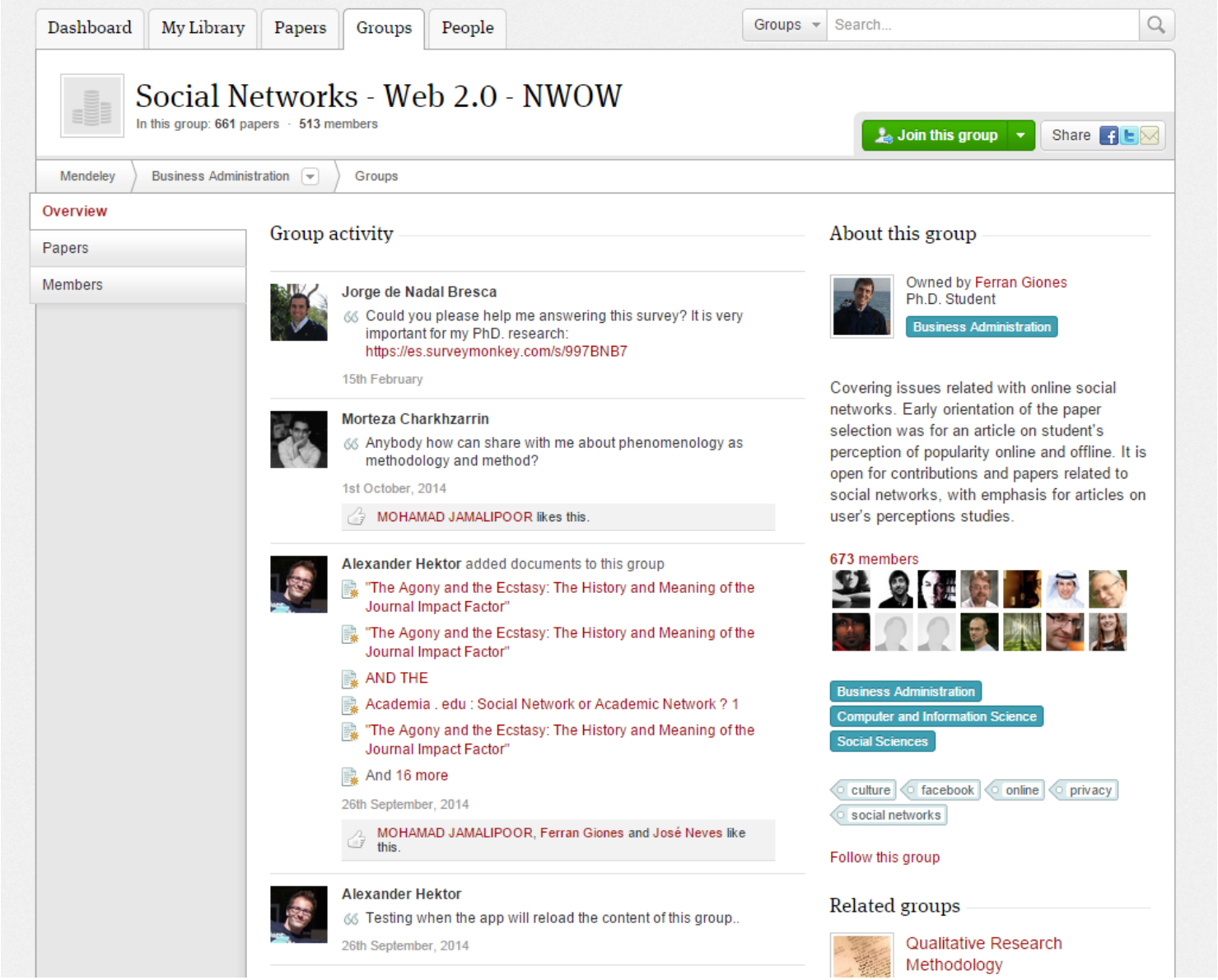
**Institution groups Victor is a member of**
Elsevier

**Public groups Victor is following**
Gravity
Mendeley Paper of the Day
Neuro - Big Trends

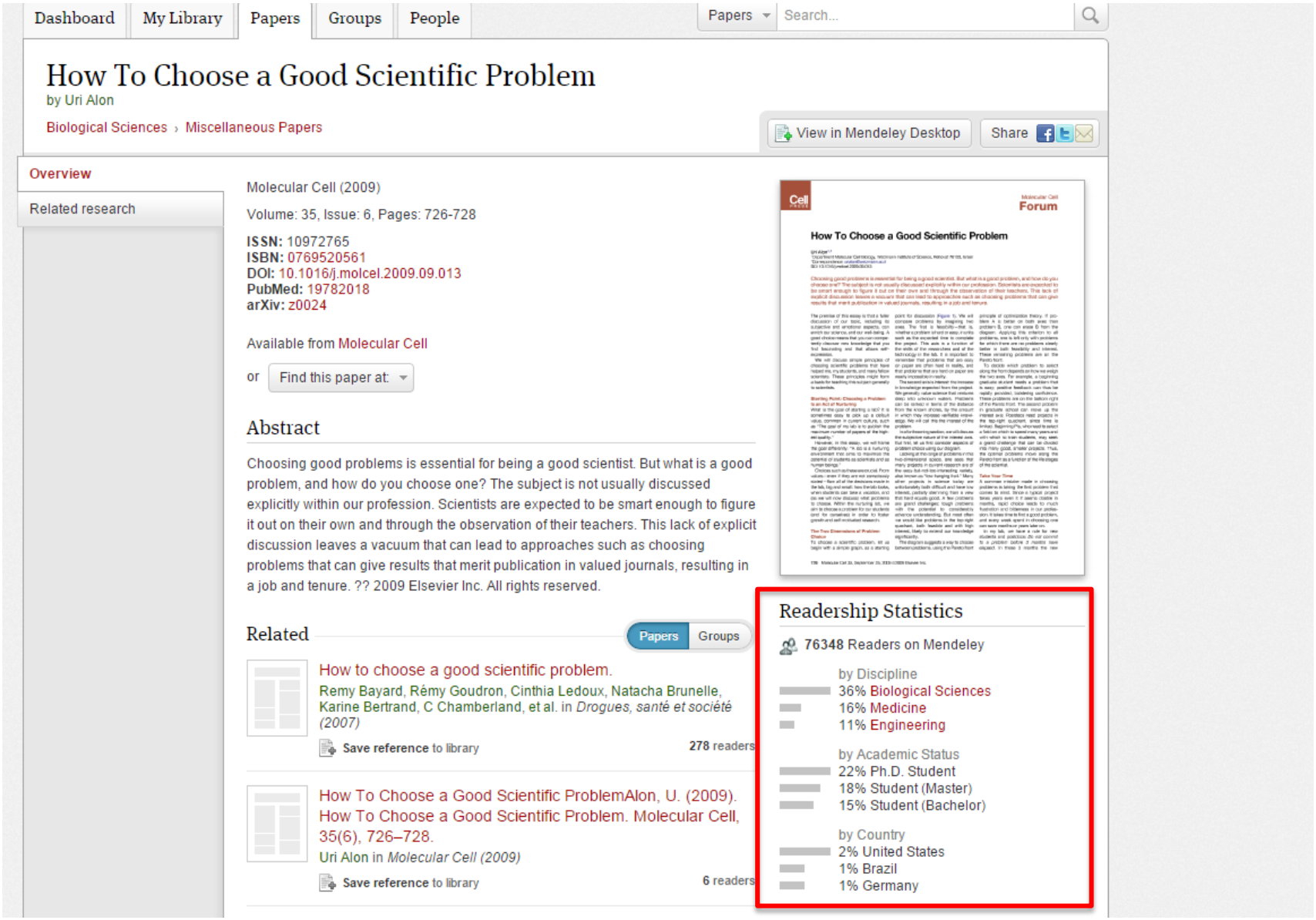
### Location



# Mendeley – Join international groups



# Mendeley – learn who is reading papers in your area



# What are the tools available right now, to get noticed?

ScienceDirect www.sciencedirect.com

Scopus www.scopus.com

Mendeley www.mendeley.com

# Other Researcher Tools

ELSEVIER

Empowering Knowledge

# Elsevier Journals Finder

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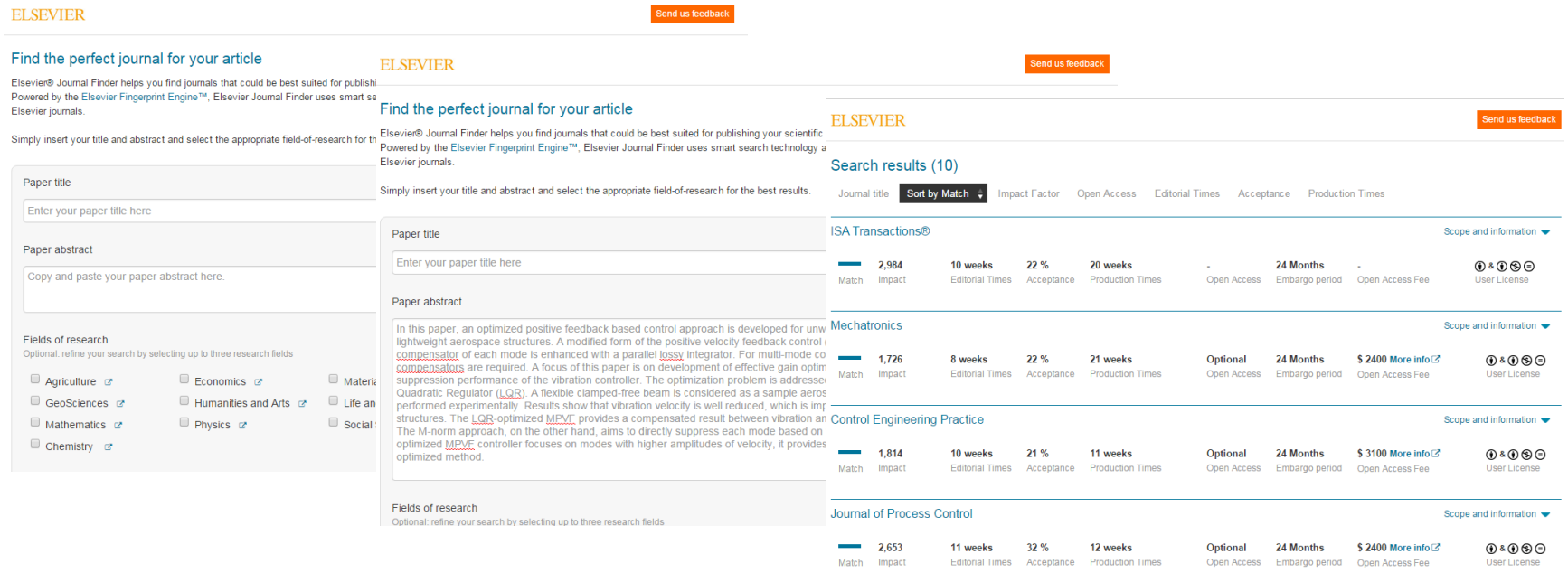

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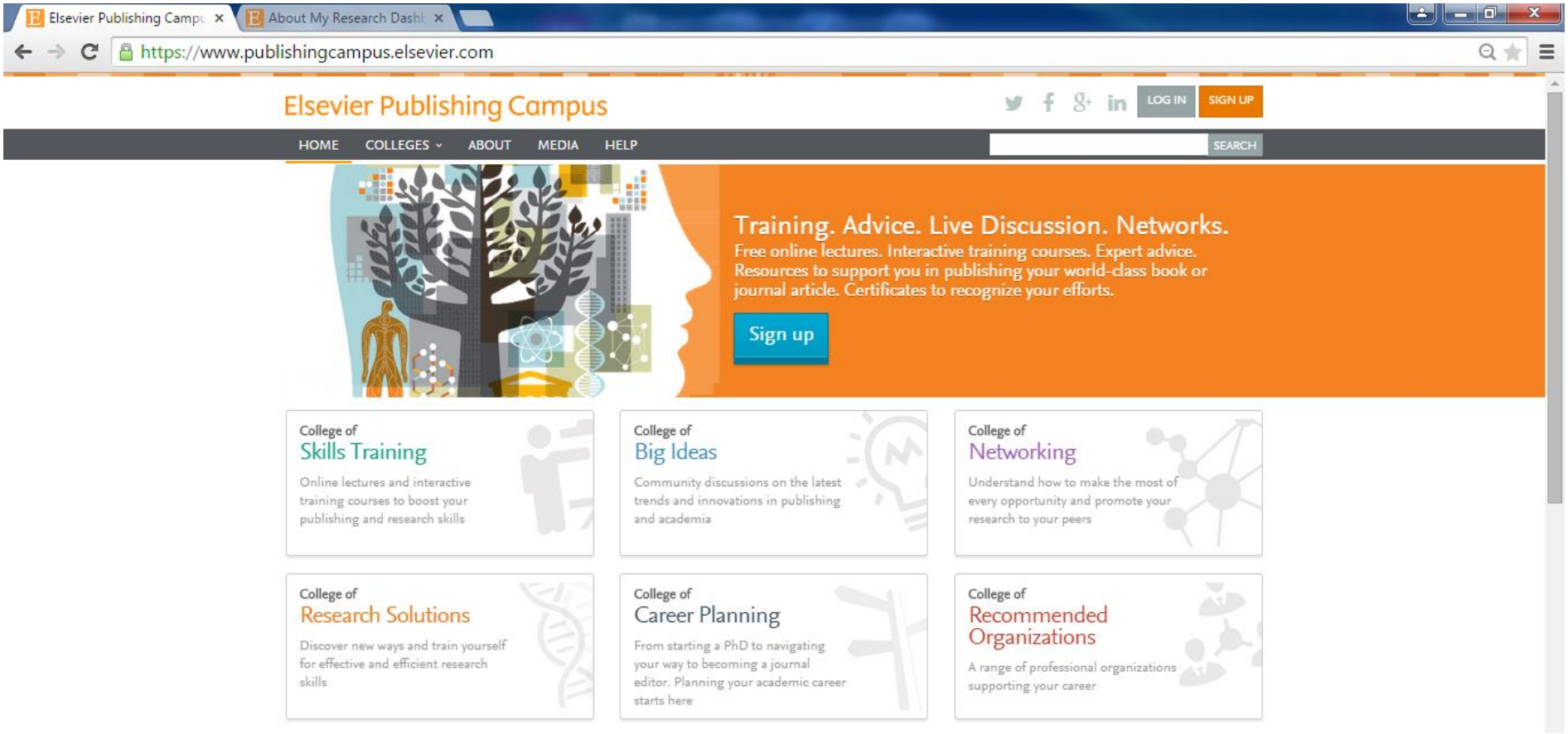

# My Research Dashboard

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Soft launch done
Grow to 2M authors end of 2015
Currently Available

# Thank You

For questions,
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