

Tips to **MAKE** **YOURSELF HEARD**

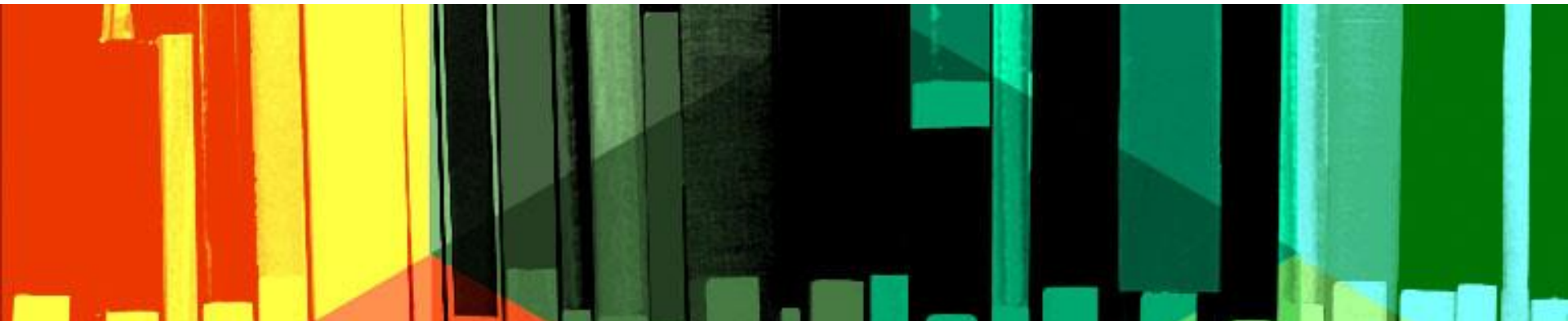
BEN SKUSE, PhD
Senior Editor
Research Media Ltd



INTRODUCTION

Why is this presentation being given?

- (Very) approximately 1.6 million peer-reviewed papers published per year
- A traditional paper is no longer always the sole output and end result of research
- Peer review, citation counting and journal impact factor are ineffective filters and gauges of impact in the digital age, and are SLOW
- Altmetrics are on the rise, requiring researchers to reflect on how they can garner impact beyond traditional methods



MEASURING IMPACT

Impact



usage

downloads
views



peer-review

expert opinion



citations



alt-metrics

storage
links
bookmarks
conversations



ALTMETRICS

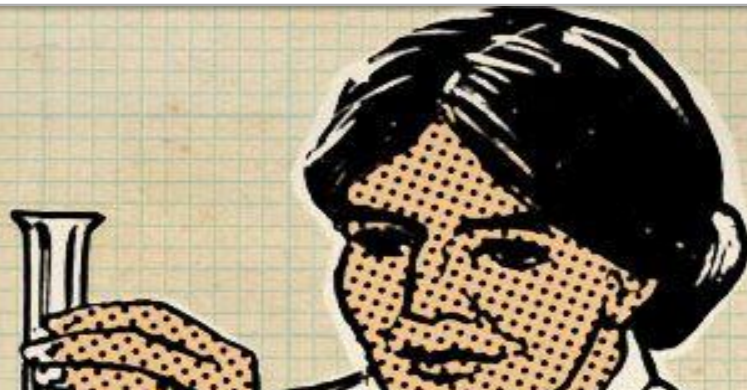
- “Non-traditional metrics proposed as an alternative to more traditional citation impact metrics, such as impact factor”
- Include mentions in social media, news media, article views, downloads and bookmarks, etc.
- Research institutes, funders and publishers all showing a keen interest in these new measures of article-level impact



BUILDING BUZZ - ARTICLE

First things first

do some great research



BUILDING BUZZ - ARTICLE

Title

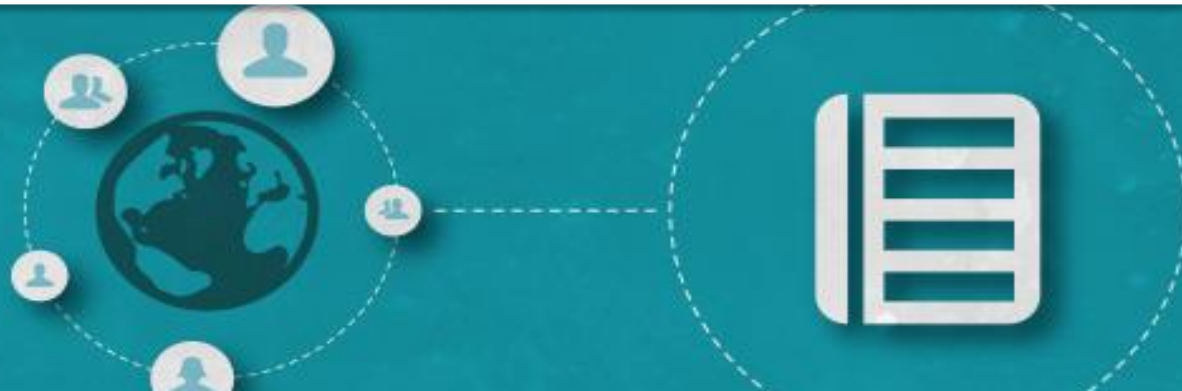
- Think hard about the title of your paper in the context of SEO
- A fun title may garner some attention, but a title including commonly searched keywords for your field will be even more viewed and cited
- Example (simple Google search of obscure phrase ‘nematicons’):
- Top result: [Nematicons: Spatial Optical Solitons in Nematic Liquid Crystals](#) – book published by Wiley
- Not appearing in search: [Routing light at will](#) – editorially sound, same topic, same author in respected OA journal, opposite result



BUILDING BUZZ - ARTICLE

Keywords

- Skim your and your peers' previous publications and note terms that keep cropping up
- Compare keywords via Google Trends or other tools



- Further enhance SEO by including additional keywords in your abstract
- Note that Google has become savvy to simple repetition of one keyword over and over, so steer clear of this blunt trick

Some publishers will ask you for keywords and will add them in the text of your PDF, and embed them as metadata in your PDF and/or article page to enhance the discoverability of your article. It is worth giving this significant thought



BUILDING BUZZ - ARTICLE

- Consider publishing in well-respected open access journals. Similar citation rates for articles, but accessible to all, including media, the public, policy makers, etc. – and Google
- When writing the paper, consider readers outside immediate peers
- Think about and describe the impact – both immediate and future – of your work



BUILDING BUZZ - WHAT'S NEXT? PROMOTE, PROMOTE, PROMOTE

- Email signature: add for example
Dr Benjamin Skuse
Senior Editor
E: bskuse@researchmedia.eu
T: +44 1172 232 274
Recent publications: www.researchmedia.com/blog/sharing-science
- Post your article on open-access preprint databases, eg. arXiv, before publication
- Post your article on your personal webpage (check publisher rules beforehand though)



BUILDING BUZZ - WHAT'S NEXT? PROMOTE, PROMOTE, PROMOTE

Create additional non-traditional content to complement your article

Ideas:

- Video blog/abstract posted to YouTube and other platforms
- Commission infographic visually representing interesting elements of your work
- Commission promotional editorial feature
- Commission animation explaining key concepts



Formula E

FORMULA E: THE FACTS

FORMULA E: ELECTRIFYING TECHNOLOGY

Formula E has attracted world-class drivers and celebrity owners, generating plenty of dramatic action in its first season, which will come to a climax in June this year. But beyond the glitz and glamour, the new futuristic racing series aims to drive change towards an electric future for transport. *International Innovation* looks at some of the cutting-edge technologies under the bodywork



BATTERY

Williams Advanced Engineering (see p70) designed the lithium-ion battery for this season's Formula E car. The main innovative aspect of the battery is Williams' smart management system that constantly monitors and manages performance. Total usable energy is limited to 28 kWh, delivering maximum power of 200 kW, the equivalent of 270 bhp. Today's battery technology is not sufficiently advanced to allow a one-hour race at full speed without recharging, and for reasons of safety it is not permitted for teams to swap the batteries of their cars during a race. Therefore, each driver has two cars and changes from one to another when the battery is depleted. In future seasons, it is expected that weight will go down, power density will rise and range will increase, as the opening up of regulations in season two encourages new manufacturers to develop and accelerate electric vehicle technology.

FORMULA E CAR SPECIFICATIONS

Top speed:	220 km/h
Acceleration:	0-100 in 3 s
Power:	180 kW (race) / 200 kW (qualifying)
Weight:	896 kg including driver
Range:	25 minutes
Charging time:	50 minutes



POWERTRAIN

Developed for the McLaren P1 hybrid supercar, McLaren Applied Technologies provides the electric motor, a motor control unit and the control electronics that manage the systems on the car. Lightweight and powerful, the electric motor delivers the greatest power density of any automotive electric motor in the world today.



AERODYNAMICS

In response to the need to maximise battery lifetimes during the race, Italian racing car company Dallara's monocoque chassis design has emphasised the importance of reducing drag. This has meant single-plane front and rear wings to generate downforce to keep the car on the road whilst reducing drag; front and rear fairings intended to smooth airflow over the exposed tyres; significantly smaller air intakes that also reduce drag; and carbon fibre and aluminium composition intended to make the car lightweight but strong enough to pass the same rigorous International Automobile Federation (FIA) crash testing as Formula 1 cars.



FANBOOST

Unique within motorsport, FanBoost allows fans to vote for their favourite drivers to receive a speed boost during races. Votes can be cast online at www.fiaformulae.com and the three drivers with the most votes receive a five-second power boost of approximately 40 bhp. The single boost – which is operated by a lever on the back of the steering wheel – can be used to aid overtaking at any time except on the first lap.

MaRINET



BUILDING BUZZ - WHAT'S NEXT?

PROMOTE, PROMOTE, PROMOTE

- Utilise social media to create buzz around your new publications and additional collateral created (ie. videos, animations, infographics, etc.)
- Share white papers, programme evaluations, reports of pilot studies, teaching materials, presentations, data and preprints via social media or online reference managers
- Blog via your website on topics related to your research
- Submit news of publications through any appropriate department, school or university news outlets



AND FINALLY..

- **Familiarise yourself** – understand the conventions that govern the way that whatever web community you join operates
- **Be consistent** – it's important to carry the same voice, image and persona across all platforms
- **Participate** – you can only be heard if you're speaking. Engaging with web communities is a meritocracy. The more you participate productively with others, the higher your own profile will be



Thank you for your time!!



Get in touch!

Dr Benjamin Skuse

T +44 1172 232 274

E bskuse@researchmedia.eu