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
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
Keywords

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

• 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

Publisher requests

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
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:
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.

BATTERY
Williams Advanced Engineering [see p37] designed the high-output battery for the season’s Formula E. The most innovative aspect of the battery is its Thermal Management System that constantly monitors a battery’s temperature and adjusts the rate at which energy is released to maintain a temperature of 25 degrees, delivering maximum power of 250 kW, or equivalent of 275 bhp. The battery technology is sufficiently advanced to drive a Formula E car at its top speed without recharging, and for reasons of safety it is not permitted for teams to carry more than ten batteries of their cars during a race. Therefore, each driver has one and integrates them one at a time when the battery is depleted. In future seasons, as thermal management will go down, battery voltage will rise and range will increase, as the standard gets higher. Regulations incentive that encourages new manufacturers to develop and accelerate electric vehicle technology.

FORMULA E CAR SPECIFICATIONS

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top speed</td>
<td>220 km/h</td>
</tr>
<tr>
<td>Acceleration</td>
<td>0–100 in 3 s</td>
</tr>
<tr>
<td>Power</td>
<td>180 kW [total] / 230 kW [qualifying]</td>
</tr>
<tr>
<td>Weight</td>
<td>865 kg including driver</td>
</tr>
<tr>
<td>Ranges</td>
<td>25 minutes</td>
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<tr>
<td>Charging time</td>
<td>10 minutes</td>
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</tbody>
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FANBOOST
Unique within motorsport, FanBoost allows fans to vote for their favourite driver to receive a speed boost during races. Fans can vote and choose at www.formulae.com and the driver with the most votes receives a five-second power boost of approximately 40 bhp. The single boost is carried in a ‘fan’ on the back of the steering wheel – can be used to air overtaking at any time except on the first lap.

POWERTRAIN
Developed for the McLaren F1 hybrid supercar, McLaren Applied Technologies provides the electric motor, a motor control unit, and the circuit 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 life time during the race, British racing car company Oulton’s monocoque chassis design has emphasised the importance of minimising drag. The car’s aerodynamic layout has been designed to prevent every bit of drag from the car on the road whilst minimising drag from the rear. Winglets intended to smooth airflow over the front bumper, significantly reduce air resistance. The side skirts, cut-off, fibre and aluminium composite intended to make the car lightweight but strong enough to pass the rigorous International Automobile Federation’s [FIA] crash testing as Formula E cars.
MaRINET
BUILDING BUZZ - WHAT’S NEXT?
PROMOTE, PROMOTE, PROMOTE

- Utilise social media to create buzz around your new publications and additional collateral created (i.e. 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