



PROMOTE YOUR JOURNAL

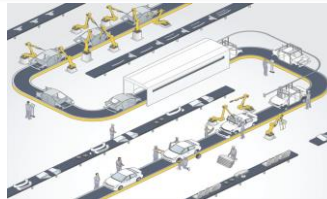
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Things journal publishers do



Source: Kent Anderson. Focusing on value – 102 things journal publishers do (2018 update). <https://scholarlykitchen.spsnet.org/2018/02/06/focusing-value-102-things-journal-publishers-2018-update/>

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Why promote?

1. Your content will be visible to a **wider audience**
2. You will provide **greater value** to authors than competitor publications
While prestige remains a major influence behind choosing journal for papers submission, visibility is increasingly becoming a factor
3. You will improve your odds of **attracting quality** submissions and reviewers
4. You will foster **communication** about your journal and other publications in your field

Source: <https://blog.scholasticahq.com/2017/4-reasons-to-independently-promote-your-academic-journal/>

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How do you attract manuscripts?



4 potential ways to promote your journal for exposure and manuscript



Indexing Platform

How to get citations for your journal?



Source: See Dii Seng. Tools for improving your journal. Clarivate Analytics Editor's Day Workshop Malaysian Citation Centre - MOHC, Feb 2018.

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Source: See Dii Seng. Tools for improving your journal. Clarivate Analytics Editor's Day Workshop Malaysian Citation Centre - MOHC, Feb 2018.

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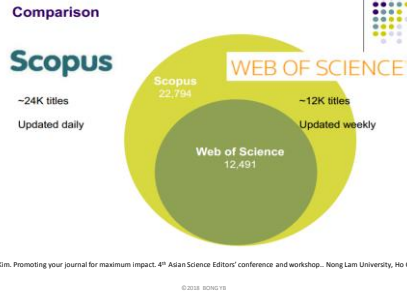
Understand the journal metrics



Source: Soon Kim. Promoting your journal for maximum impact. 4th Asian Science Editors' conference and workshop.. Nong Lam University, Ho Chi Minh City, July 2017.

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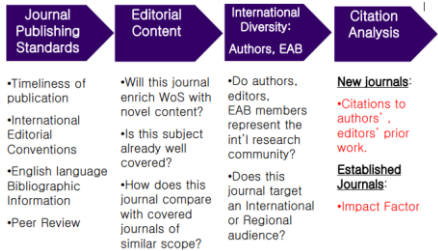
Understand the journal metrics



Source: Soon Kim. Promoting your journal for maximum impact. 4th Asian Science Editors' conference and workshop.. Nong Lam University, Ho Chi Minh City, July 2017.

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Journal selection process: Four points of evaluation



Source: <http://www.edmgr.com/insights/the-impact-factor-for-better-or-for-worse>

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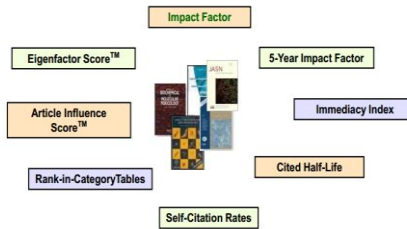
Citation potential

- Editors need to establish whether the journal's content will be cited, and analyze the relationship to other journals included in the index
- Citation analysis (established journals) → Impact Factor (IF) and / or total citations received
- New journals (with no citation history) examine the citation record of the contributing authors and Editorial Board members → to see whether the journal is able to attract contributions from scholars

Source: <http://www.edmgr.com/insights/the-impact-factor-for-better-or-for-worse>

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Journal Citation Reports (JCR)



Source: Soon Kim. Promoting your journal for maximum impact. 4th Asian Science Editors' conference and workshop.. Nong Lam University, Ho Chi Minh City, July 2017.

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CiteScore

Scopus data

CiteScore 2018 counts the citations received in 2016 to documents published in 2013, 2014 or 2015, and divides this by the number of documents published in 2013, 2014 and 2015.

Frequency	CiteScore	CiteScore Tracker (on Scopus.com)
Calculated	Annually	12 times per year
Updates	None	Monthly

3-year publication window

The 3-year CiteScore time window was chosen as a best fit for all subject areas. Research shows that a 3-year publication window is long enough to capture the citation peak of the majority of disciplines.

Document types

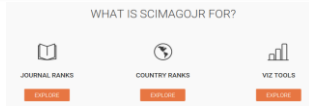
All types of documents (research articles, review articles, conference proceedings, editorial's errata, letters, notes, and short surveys) are included in the CiteScore calculation. Although articles in press are included in Scopus they are not included in the calculation.

Source: <https://journalmetrics.scopus.com/>

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Scimago Journal Rank (SJR)

Scopus data



- Citation from prestigious journals are given more weightage than citations from lower-tier journals (similar to Google's PageRank algorithm).
- SJR for 2010 → counting 2010 citations to papers published in 2007, 2008 and 2009 (three-year period)

Source: <http://www.scimagojr.com/>

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Source Normalized Impact per Paper (SNIP)

Scopus data



- Citations normalized by field
- Much more reliable indicator than JIF for comparing journals among disciplines
- Also less open to manipulation by journals

Source: <http://www.journalindicators.com/>

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Eigenfactor score (ES)

ISI Web of Science data



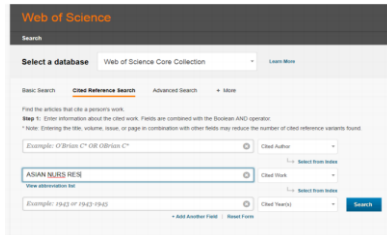
- Similar to SJR, greater weight to citations from prestigious journals
- 5-year period
- Normalizes citations by field

Source: <http://www.eigenfactor.org/>

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Monitor your journal's impact

Web of Science – cited reference search

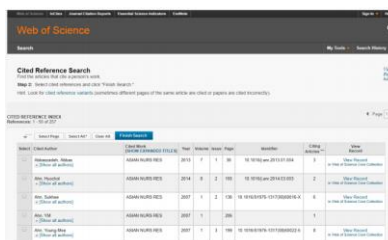


Source: <https://clarivate.com/products/web-of-science/web-science-form/web-science-core-collection/>

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Monitor your journal's impact

Web of Science – cited reference search

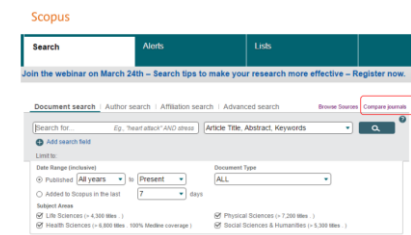


Source: <https://clarivate.com/products/web-of-science/web-science-form/web-science-core-collection/>

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Monitor your journal's impact

Scopus – compare journals

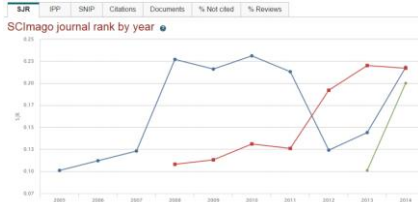


Source: <http://scopus.com>

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Monitor your journal's impact

Scopus – compare journals



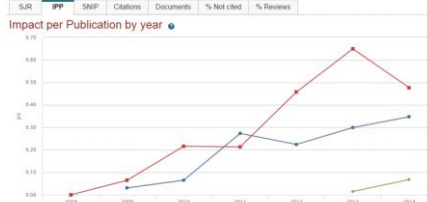
Journal of Korean Academy of Nursing Asian Nursing Research Korean Journal of Adult Nursing
 Note: Scopus does not have complete citation information for articles published before 1996.
 Calculations last updated: 13 Jun 2014

Source: <http://scopus.com>

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Monitor your journal's impact

Scopus – compare journals



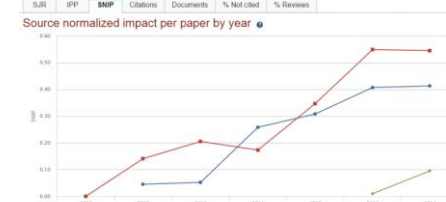
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Monitor your journal's impact

Scopus – compare journals



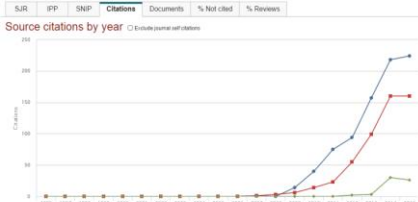
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Monitor your journal's impact

Scopus – compare journals



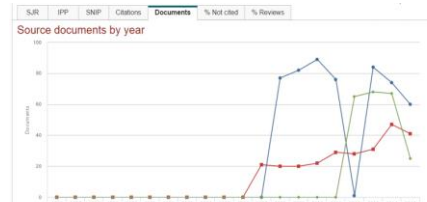
Journal of Korean Academy of Nursing Asian Nursing Research Korean Journal of Adult Nursing
 Note: Scopus does not have complete citation information for articles published before 1996.
 Calculations last updated: 07 Nov 2015

Source: <http://scopus.com>

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Monitor your journal's impact

Scopus – compare journals



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 Calculations last updated: 07 Nov 2015

Source: <http://scopus.com>

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Monitor your journal's impact

Scopus – compare journals



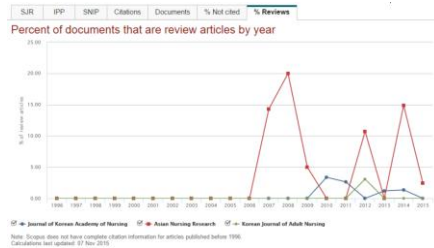
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 Calculations last updated: 07 Nov 2015

Source: <http://scopus.com>

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Monitor your journal's impact

Scopus – compare journals



Increasing journal's impact

(1) Meet international standard of online journal publishing

- Make **JATS XML** file for journal homepage, and for depositing it to PMC for better visibility
- Participate in CrossRef and add **DOI**
- Mention the **ORCID** of all authors with the authors' names
- **ENGLISH** → if you want to promote your journal internationally
- Recruit **editorial board members** from at least 10 countries
- Include manuscripts from at least 10 countries
- **Acknowledge research support** from government, private, public institutes in the manuscript

Source: <http://www.edmgr.com/insights/vital-resources-and-tips-for-science-editors-of-korean-journals>

Increasing journal's impact

(1) Meet international standard of online journal publishing

- Describe the aims and scope of journal precisely, and stress the **UNIQUENESS** of the journals
- Adopt **open access** policy
- Do not change the editors frequently
- Professional manuscript **editing** → keep the style and format
- English **proofreading** is mandatory
- **CrossCheck** → to avoid plagiarized or duplicated content
- Budget to **promote** the journal
- Participate in the editors' association

Source: <http://www.edmgr.com/insights/vital-resources-and-tips-for-science-editors-of-korean-journals>

Increasing journal's impact

(2) Article presentation and multimedia

- Data visualization



3D Geometric Shapes and Models
 3D Molecular Models and Crystallographic Data
 3D Neuroimaging Data
 3D Radiological Data
 3D Models
 Geospatial Data
 High Resolution Images, Z- and T-stacks
 Phylogenetic Trees
 Tabular Data

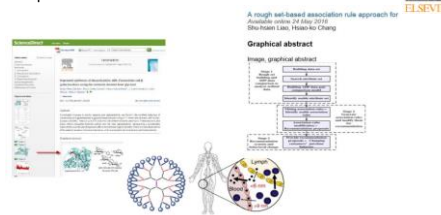


Source: <https://www.elsevier.com/authors/author-services/data-visualization>

Increasing journal's impact

(2) Article presentation and multimedia

- Graphical abstracts



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Increasing journal's impact

(2) Article presentation and multimedia

- Audio slides

About AudioSlides.

With AudioSlides presentations, authors can explain in their own words what their article is about. AudioSlides provide authors and readers with many benefits. They:

- Enable authors to promote their work and summarize their main findings in their own words
- Help readers quickly determine the relevance of an article
- Are available next to the published article on ScienceDirect immediately
- Have no additional cost for authors or readers
- Can be made using a dedicated, easy-to-use website
- Can be uploaded to YouTube or embedded in other websites, including research homepages



Source: <https://www.elsevier.com/authors/author-services/audioslides>

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Increasing journal's impact

(2) Article presentation and multimedia

• Featured author videos

About Featured Author Videos



Featured Author Videos display videos of authors explaining their research next to the article on ScienceDirect.

Benefits for authors and readers:

- Featured Author Videos enable authors to explain their research in their own words, helping them connect and communicate with the reader in a powerful and engaging way.
- It helps the reader understand the author's ideas and methods and the article's content.



Source: <https://www.elsevier.com/authors/author-services/featured-author-videos>

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Alternative Metrics

The rising popularity of altmetrics



- Peer-review: slowness, conventionality, reviewers' accountability
- Citation counting: slowness, uncitedness, ignored context, reasons for citation
- Journal Impact Factor (JIF): not real impact of individual article

Source: <http://www.journalindicators.com/>

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Altmetrics tools

Source: <http://umlibguides.um.edu.my/c.php?g=575674&p=4113784>

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PlumX metrics in Scopus

Plum Analytics joined Elsevier in February 2017



Elsevier Acquires Leading 'Altmetrics' Provider Plum Analytics

Elsevier, a world-leading provider of scientific, technical and medical information products and services, today announced the acquisition of Plum Analytics from

EBSCO Information Services - a global information services company providing research and discovery platforms and access to journals content. The acquisition will enable Elsevier to significantly expand access to Plum Analytics solutions for user navigation and data visualization.

Plum Analytics was founded in early 2014 and is a pioneer in 'Altmetrics'. Using big data the story of research and innovation by tracking online and usage 'non-traditional' measures. It generates online about research from dozens of scholarly sources, creates research and social content, generating a timely, broad and complete measurement of scholarly impact.

Plum Analytics continues to be incorporated into Elsevier's world-leading research products - Scopus, ResearcherID, Scopus, ResearchGate, Scopus and Pure, as well as Elsevier's leading journal and article platforms.

Combined with Elsevier's recently introduced Crossref system, the research community now has one source to evaluate research performance.

Source: Nicholas Pak. Scopus as an Editor Workflow Tool. Editor's Day with Elsevier. Malaysian Citation Centre - MOHE. March 2018.

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PlumX metrics in Scopus

PLUMX

Metrics Categories



USAGE
(clicks, downloads, views, library holdings, video plays)



CAPTURES
(bookmarks, code links, favorites, readers, watchers)



MENTIONS
(blog posts, comments, reviews, Wikipedia links)



SOCIAL MEDIA
(+1s, likes, shares, tweets)



CITATIONS
(citation indexes, patent citations, clinical citations)

Source: Nicholas Pak. Scopus as an Editor Workflow Tool. Editor's Day with Elsevier. Malaysian Citation Centre - MOHE. March 2018.

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Social Networks

Social media – enhance discoverability

Social media can be an important way to promote your journal to the wider community. This can be an even more effective strategy when coming from editor as an expert in the field.



Source: https://uk.sagepub.com/sites/default/files/social_media_guide.pdf

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Social media – enhance discoverability

Twitter

The more you engage, the more people will follow you to listen to your comments and recommendations, allowing you to position your journal as a leading source of information on specific information and topics, and widen the reach and impact of your journal.

Facebook

Why not also create a Facebook page for your journal?

Source: https://uk.sagepub.com/sites/default/files/social_media_guide.pdf

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