How to increase research visibility
Authors, articles and altmetrics
Who are Taylor & Francis

Taylor & Francis Group

1798 Richard Taylor launches Philosophical Magazine
1852 Taylor & Francis is founded
1936 Taylor & Francis Ltd formed
1998 Taylor & Francis Group floated on London Stock Exchange
2003 CRC Press joins Taylor & Francis Group
2004 Taylor & Francis joins Informa plc
2013 Cogent OA launched
2015 Informa Healthcare moves to Taylor & Francis Group
2016 Informa plc enters FTSE 100
2017 Taylor & Francis Group acquires Colwiz and Dove Medical Press

>2,650 Journals
>110,000 Books
52% Humanities & Social Sciences
48% Science, Technology & Medicine

>180+ fully Open Access Journals
>118,000 Articles published each year
>700 Society publishing partners
20 Publishing offices globally

Taylor & Francis Group
an informa business

Informa
Supporting Taylor & Francis authors

>180+
fully Open Access Journals
>118,000 Articles published each year
>700 Society publishing partners
20 Publishing offices globally
The current scholarly publishing landscape

- 1.5 million articles published p.a. in around 27,000 peer-reviewed journals
- 125,000 editors, 350,000 board members, 2.5m referees and 12m authors
- Average US researcher reads 280 articles per annum
- Articles per researcher ↓
- Authors per article ↑

[Graph showing average number of article readings from 1977 to 2005]
Visibility
Discoverability
Digital sign-posts
Vital to be visible

Quality is at the heart of impactful research!
Making you and your work identifiable with an ORCID

ORCID
Connecting Research and Researchers

1. REGISTER
Get your unique ORCID identifier. Register now!
Registration takes 30 seconds.

2. ADD YOUR INFO
Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3. USE YOUR ORCID ID
Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.
“We would typically expect a strong title, a good title that really expressed what the article was about and made it clear to the reader exactly what the topic was, and it's amazing how often writers neglect to do that.”

Professor Mark Brundrett, Editor of Education 3-13
Tips on a good title

Your title and abstract are your article’s ‘shop window’ so make it attractive:

• Put what’s new / what makes it different at the start
• Think about how someone will search for your research – what search terms will they use?
• Use these in your title and abstract to make your article more discoverable (search engine optimization).
• Use clear, concise language that could be understood by someone outside of your field.
• Draw out the main issues you are looking to address in both the title and abstract (but be brief!).
Video abstracts, the latest trend in scientific publishing

Will "publish or perish" soon include "video or vanish"?

by Jacob Berkowitz

Florian Bieber discusses his article

Florian Bieber discusses his article: 'Situational Nationalism: Nation-building in the Balkans, Subversive Institutions and the Montenegrin Paradox' from Ethnopolitics
Gold Open Access

- publication of the final article (Version of Record)
- article is made freely available online (often but not always after payment of an article publishing charge (APC))

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- Archiving / deposit of an (earlier version of an) article in a repository
Understanding article versions

Author's Original Manuscript (AOM)
Your paper before you submit it to a journal.

Accepted Manuscript (AM)
Your paper after peer review, when it has been revised and accepted for publication by the journal editor.

Version of Record (VOR)
The final, definitive, citable version of your paper, which has been copyedited, typeset, had metadata applied, and has been allocated a DOI (Digital Object Identifier). This is the version published on Taylor & Francis Online.

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Green OA
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Sharing your research

Author's Original Manuscript (AOM)
Your paper before you submit it to a journal.

Accepted Manuscript (AM)
Your paper after peer review, when it has been revised and accepted for publication by the journal editor.

Version of Record (VOR)
The final, definitive, citable version of your paper, which has been copyedited, typeset, had metadata applied, and has been allocated a DOI (Digital Object Identifier). This is the version published on Taylor & Francis Online.

- No embargo on Author’s Original Manuscript (AOM) posting
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Include a link to the VOR from anywhere you have posted your AOM or AM

Please do not post the PDF of the VOR unless you have chosen to publish your article Gold Open Access.
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We aim to capture, store and preserve the scholarly output of Nanyang Technological University (NTU) and make it available to the global research community. The repository contains open access collections.

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- Journal Articles
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https://dr.ntu.edu.sg/
Academic social networking

- Mendeley
- CiteULike
- academia.edu
- Reddit
- SSRN
- LinkedIn
## Data sharing policies

<table>
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<th>Level of data sharing</th>
<th>Basic</th>
<th>Share upon reasonable request</th>
<th>Publicly available</th>
<th>Open data</th>
<th>Open and fully FAIR</th>
</tr>
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<tr>
<td>Authors are encouraged to share or make open the data associated with the paper, where this does not violate the protection of human subjects or other valid privacy concerns.</td>
<td>Authors publishing with the journal agree to make their data available upon reasonable request. It's up to the author to determine whether a request is reasonable.</td>
<td>Authors make their data freely available to the public, but under a license that limits re-use, or under unclear re-use conditions.</td>
<td>Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Data shall be findable and fully accessible.</td>
<td>Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Additionally, data shall meet with FAIR standards as established in the relevant subject area.</td>
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<td>Author's choice</td>
<td>Author's choice</td>
<td>Author's choice</td>
<td>CC0, CCBY or equivalent</td>
<td>CCBY, CC0 or equivalent</td>
</tr>
</tbody>
</table>
Sharing data: understanding our basic data sharing policy

- Submitting your article to a Taylor & Francis, Routledge or Cogent OA journal
- A data set is associated with your paper

Choose the journal you want to submit your paper to

Pause your submission and submit the data to a suitable repository

No

Check: has the data been deposited in a repository?

Yes

Check the data sharing policy in the journal's Instructions for Authors

The journal applies the basic data sharing policy

A data set is associated with your paper

Provide the DOI, reserved DOI, or other persistent identifier when prompted

Include a data availability statement with your submission

Ensure the data has been cited in the paper and reference list

Finalize your submission and when you're ready, submit your paper

Find out more at: bit.ly/datasharingpolicies
NTU repository for research data DR-NTU (Data)

https://researchdata.ntu.edu.sg/
Moving to Open Scholarship
• Impact
• Profile-raising
• Social media
The rise of ‘altmetrics’

Altmetric tracks the attention that scholarly articles receive online, and specifically via:

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- Traditional media
- Online reference managers
How to use altmetrics to your advantage

• Identify coverage and wider dissemination of your research
• See who is talking about your research
• Monitor other research in your field
• Manage your online reputation

authorservices.taylorandfrancis.com/measuring-impact-with-article-metrics
Using social media to highlight your research

Blog summary of @tandfnewsroom article: wp.me/p2rn76-6H #snow #Scotland #science #hydrology

Sarah Middleton @Sarah_DPC · May 8
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Jack Heinemann @Jack_Heinemann · Oct 2
#gmo corn losses: time to rethink genetic and management monoculture nytimes.com/2013/10/01/sci... ... should know better bit.ly/11BJKn
Social media: starting out

• Identify the audience you want to reach (fellow researchers, practitioners, general public)
• Choose the best channel(s) for you
• Follow people you want in your network
• Follow subjects and trends relevant to your work
• Incorporate social media into your working pattern
Top tips for effective social media posts

- Use #hashtags
- Include the handles of related people and organisations
- Keep your posts short
- Images help your post to stand out on a busy social media wall: try data visualisations and infographics
- Ask questions
- Include a ‘call to action’ and include links
- Think before you post (and respect social media netiquette)
The rule of thirds

- Share
- Promote
- Engage
“Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.”

Russell Warne, Assistant Professor, Utah Valley University
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China steps into soft power vacuum as the US retreats under Trump

January 9, 2018 1:43am AEDT

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Disclosure statement

Ash K. Biswas is a Distinguished Visiting Professor at the Lee Kuan Yew School of Public Policy at the National University of Singapore. He has been a visiting professor at the school since 2018. He has no relevant affiliations beyond those listed above.

Cecilia Tratapada does not work for, consult, own shares in or receive funding from any company or organization that would benefit from this article, and has disclosed no relevant affiliations beyond those listed above.
Is your article newsworthy?

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A new scholar’s perspective on open peer review

Responding to Peer Review in 2015: a global view

Maha Bai is an Associate Professor of Practice at the Center for Learning and Teaching at the American University in Cairo.

Responding to the Taylor & Francis survey on peer review inspired me to write my own article, arguing for open peer review. Coincidentally, I published my article in a Taylor & Francis journal, *Teaching in Higher Education*, and it came out just a few days before the results of the Taylor & Francis survey results were released.

I read both the white paper and the full results of the survey with interest, and noticed some patterns. For example, the overwhelming majority of respondents across disciplines and research roles (authors, reviewers and editors) were more comfortable with double-blind peer review. However, what I found quite interesting is that very few respondents had *personally experienced* open peer review as reviewer or author, and yet many had opinions on it. The mean score was around 5 out of 10, but the report indicates that opinions of individuals...
Guidance, news and ideas for authors

author-services.taylorandfrancis.com
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