



Getting Your Paper Noticed

The tools available to you

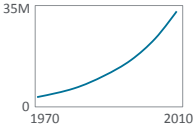
Nicholas Pak, Solutions Consultant
October 2015

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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

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

1. ScienceDirect
 - Top content, viewed by millions
 - Top 25 most downloaded
 - Share Link
2. Scopus
 - Journal metrics
 - Author profile
 - Altmetrics
3. Mendeley
 - Share your work
 - View downloads
 - Join groups

ScienceDirect

Scopus

Mendeley

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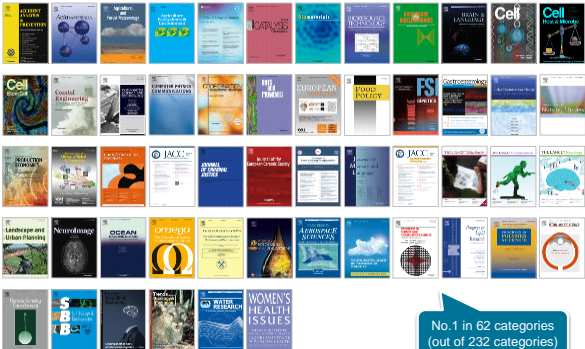
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1. ScienceDirect

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Elsevier journals that rank No.1 in subject categories (2014)



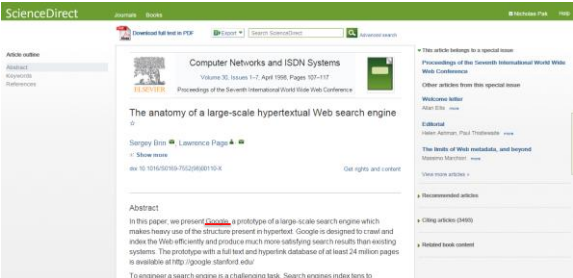
Source: Thomson Reuters Journal Citation Reports 2014

Elsevier June 2015


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Leveraging on Research



Share Link



www.elsevier.com/locate/SCIDIRECT

Top 25 Hottest Articles

Selected Top 25 Articles across all subject areas
January to March 2015

1. **Urears of the world, united!** The challenges and opportunities of **Social Media**
Business Horizons, Volume 58, issue 1, Pages 59-69
 Kahane, Andrew M., Hambrick, William C.

2. **Comparison of the ADMA, ADMA2, and the autoregressive artificial neural network**
Business Horizons, Volume 58, issue 1, Pages 101-112
 Alkhour, W., Boudkhal, M., El. Baharawi, S.M.R.

3. **Reformulating the Role of the Human Resource Manager**
Cell Volume 144, Issue 5, Pages 645-674
 Hershman, D., Volkmann, R.

4. **Genome-wide CRISPR screening in a Mouse Model of Tumor Growth and Metastasis**
Cell Volume 158, Issue 6, Pages 1260-1280
 Chen, S., Wang, Y., Wang, Y., Wang, Y., Liu, X., Shi, X., Scott, A.D., Song, J., Pan, J., Q. V. Visselstein, R. Lee, H. Zhang, Y. Zhang, F. Zhang.

5. **Social media: The new hybrid element of the presentation mix**
Business Horizons, Volume 58, issue 4, Pages 557-571
 Margolis, W., Glynn, Paul, Davis, David.

6. **Social media? Get serious! Understanding the functional benefits of social media**
Business Horizons, Volume 58, Issue 4, Pages 241-261
 Dechoway, Jan H., Houtsman, Robert, De Gucht, Jan P., Selske, Bruno S.

7. **Synthesis of fluorine-18 radio-labeled small molecules for PET-based imaging**
Nuclear Medicine and Biology, Volume 42, Issue 3, Pages 219-225
 Baskin, P. M. C. W. B., Villano, M., Ojima, K., Cade, L. A., Vessely, D., Sietel, J., Green, M. W., Ojima, L. O., Chytil, P. J., Jorgens, E. M.

8. **Engineering Complex Transcriptional Programs with CRISPR RNA**
Cell, Volume 158, Issue 6, Pages 1281-1293

A Share Link for authors is a personal, customized short link (<http://www.elsevier.com/authors/journal-authors/share-link>) that you will receive after final publication of your article, providing 50 days free access to your newly-published article on ScienceDirect to anyone clicking on the link.

What are the benefits?

- Authors get 50 days free access to both the html and PDF version of their own article.
- By sharing the link via their own social media accounts and email, authors can generate extra interest in their article.
- The process is simple for the author and their connections – if they click on the link during the 50-day free access period, no registration is required.
- The article becomes more visible, which has the potential to increase downloads and citations.

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2. Scopus



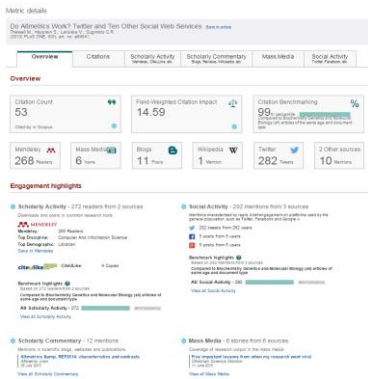
Scopus - Picking your journal

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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)

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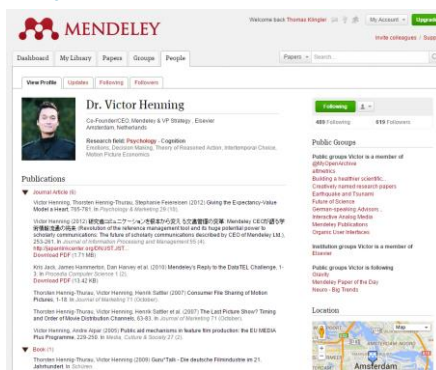
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3. Mendeley

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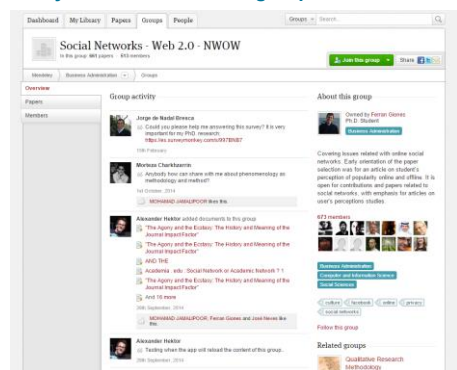
Mendeley – Social research platform: Updated profile



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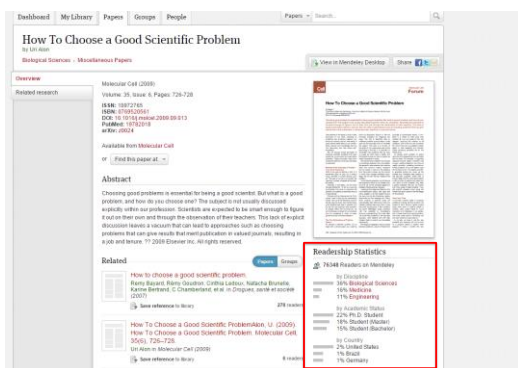
Mendeley – Join international groups



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Mendeley – learn who is reading papers in your area



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

ScienceDirect

www.sciencedirect.com

Scopus

www.scopus.com

Mendeley

www.mendeley.com



Empowering Knowledge



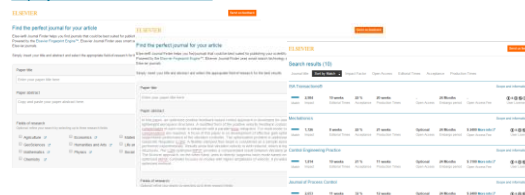
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Thank You

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