Improve your Research Impact: Strategies to Increase Citations
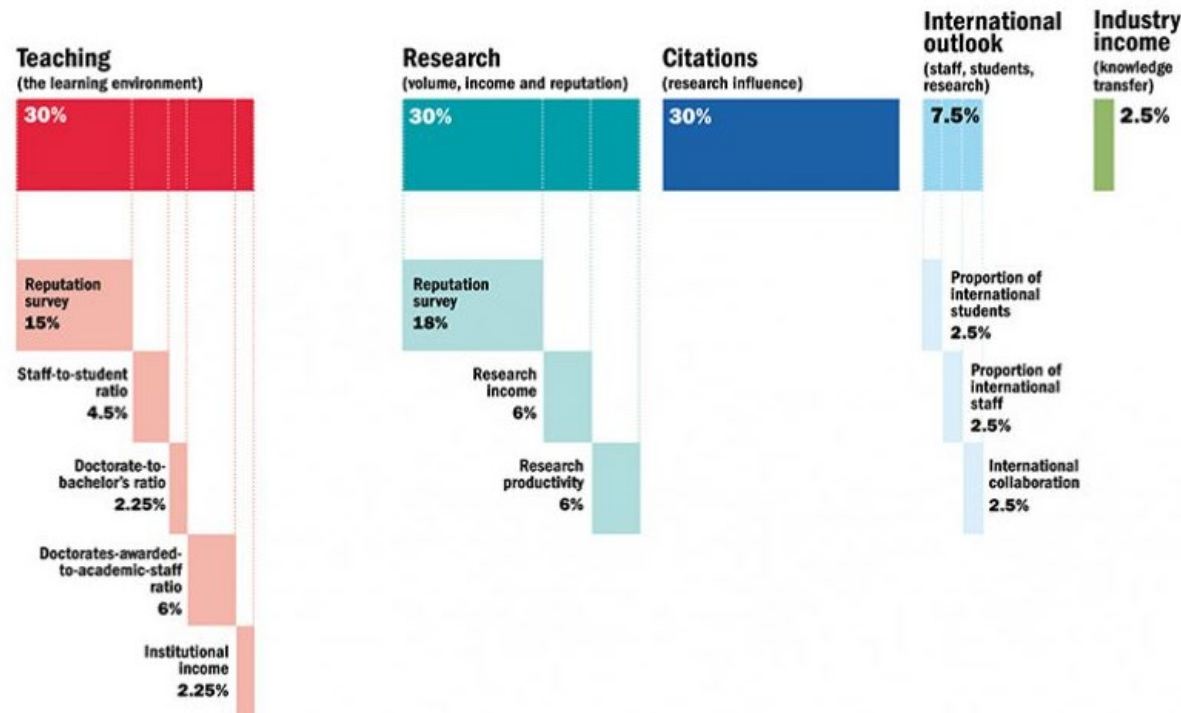
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Introduction

- Why are citations important?
- Ulster Citations Strategy
  - Your research profile
  - Choosing the Right Journal
  - Open Access
  - Co-authorship, International and Interdisciplinary Collaboration
  - Make the most of Metadata
  - Promote your work
  - A note on responsible metrics

Why are citations important?

- Citations improve the standing and impact of an individual's research
- Citations improve the standing and impact of an institution's research
- Citations are one of the metrics feeding the domestic and global league tables
  - THE, QS, ARWU (Shanghai rankings) and others

Teaching (the learning environment)
- 30%
- Reputation survey 15%
- Staff-to-student ratio 4.5%
- Doctorate-to-bachelor's ratio 2.25%
- Doctorates-awarded-to-academic-staff ratio 6%
- Institutional income 2.25%

Research (volume, income and reputation)
- 30%
- Reputation survey 18%
- Research income 6%
- Research productivity 6%

Citations (research influence)
- 30%

International outlook (staff, students, research)
- 7.5%
- Proportion of international students 2.5%
- Proportion of international staff 2.5%
- International collaboration 2.5%

Industry income (knowledge transfer)
- 2.5%

Ulster Citations Strategy

https://www.ulster.ac.uk/internal/research/citations

Evidence-based approach looking at main factors influencing citations

Tahamtan et al (2016) categorise 28 factors that influence the frequency of citations, citing the following as some of the strongest factors:

- Quality of the paper

- Journal choice and impact factor

- Number of authors

- International collaboration

- Open Access

Tahamtan, I., Safipour Afshar, A. & Ahamdzadeh, K. (2016) Factors affecting number of citations: a comprehensive review of the literature *Scientometrics* 107: 1195. https://doi.org/10.1007/s11192-016-1889-2
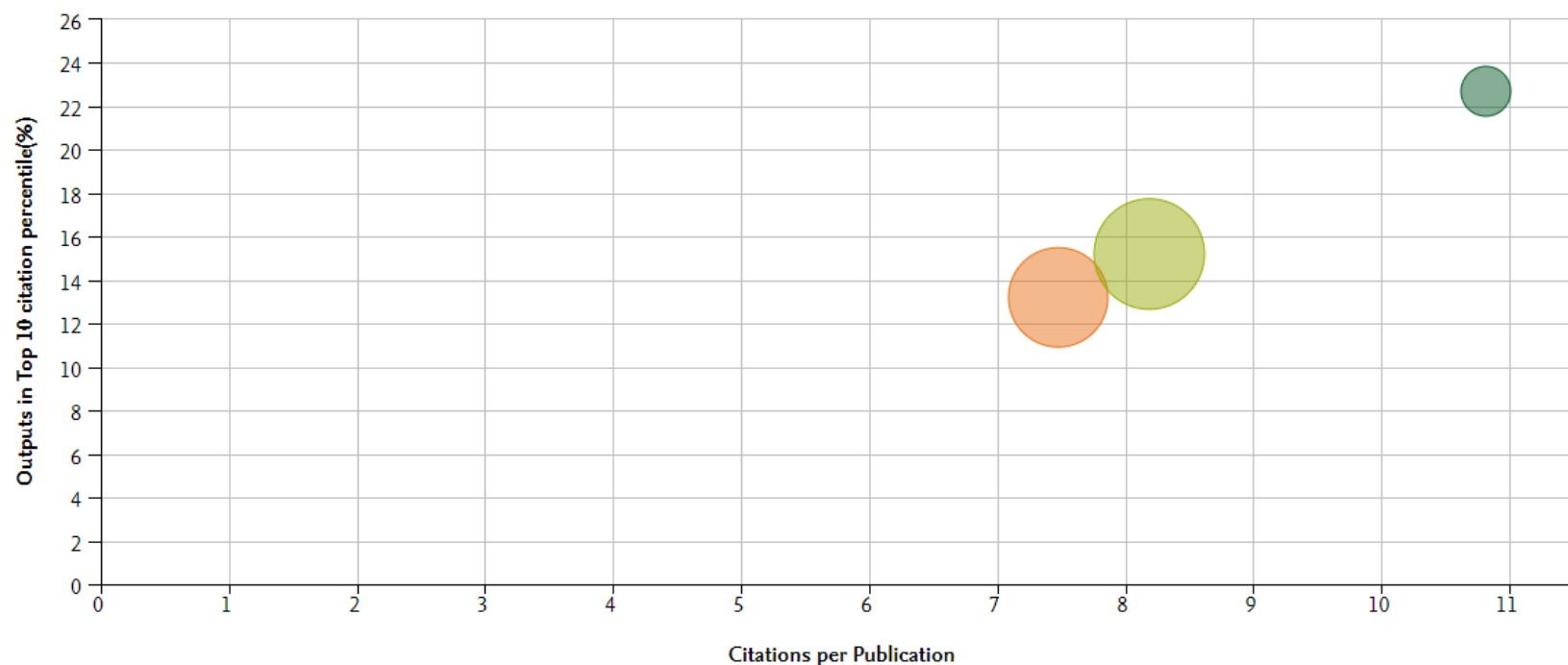
Open Access Outputs in Ulster

Useful Links for Citations

- Bibliometrics and Citations Guide guides.library.ulster.ac.uk/citations

- Open Access Guide guides.library.ulster.ac.uk/openaccess

- Scopus bit.ly/ulsterscopus

- Web of Science bit.ly/ulsterwos

- Journal Citation Reports bit.ly/ulsterjcr

- Google Scholar Metrics scholar.google.com/citations

- Altmetric www.altmetric.com/

- ORCID orcid.org/

Responsible Metrics

- Has become an issue in recent years
- Citation metrics, journal impact metrics and personal impact metrics don't measure the full impact of research outputs
- Other factors need to be taken into account: eg, societal impact
- Quantitative measures should *support* qualitative expert assessment
- There can be major differences in
    - subject areas
    - gender and age bias
    - source and language coverage
- There can be some 'gaming' of metrics
- No judgement is made by me on differences/variations in citation patterns
- For more information on responsible metrics see
    - San Francisco Declaration on Research Assessment (DORA)
    - The Leiden Manifesto
    - The Metric Tide

Top ten tips for citations

1. Have an ORCID and use it.

2. Co-author with international author(s).

3. Cite yourself, and the work of other Ulster colleagues, where appropriate.

4. Ensure the journal you are publishing in is indexed in Scopus.

5. Publish in the top ranking journals in your subject.

6. Ensure your work is Open Access.

7. Use your free author prints / e-copies.

8. Promote your publications on social media and on research discovery sites.

9. Know what your h-index is and promote your output that will increase your h-index.

10. Read more about how to increase your citations.
    http://guides.library.ulster.ac.uk/citations