How to ensure your research achieves the impact it deserves?

Professor Anne-Wil Harzing, Middlesex University
www.harzing.com, @AWHarzing

Presentation outline

1. What is impact? Five aspects in different domains

2. Why would you be interested in academic impact [citations]?

3. The four C's of citation impact

4. Social media in an academic context
   - Why do you (not) use social media?

5. An 8-step workflow to ensure research impact
   - Recommendations on how to use social media most effectively

- This is only a **very very brief** introduction
  - Even using Twitter would deserve a seminar on its own, we can do hands-on follow-up sessions if there is enough interest
  - Because of the recording, hold on to questions until the end
    - I am also available for questions after the seminar and during our Christmas drinks

What is impact?

- **Knowledge (academic):**
  - **implications for research; usually measured by citations**

- Practice:
  - implications for practice; e.g. actual application of our research in industry and business, patents

- Teaching:
  - research-led teaching; e.g. case studies & examples based on our own research

- Public policy:
  - implications for policy; e.g. actual influence on public policy

- Society:
  - implications for society; actual change of norms & values, e.g. environmental impact, social responsibility

- This seminar will focus on academic impact only as that's my specialty
  - Many suggestions are equally relevant other forms of impact
  - See also this excellent blogpost on policy impact: http://blogs.worldbank.org/impactevaluations/make-your-research-known-10-tools-increase-consumption-your-research

Why should you care about academic impact [citations]?

- Why publish if nobody cites your work?
  - Not publishing is like being mute, not being cited is a lot like talking without anybody listening
  - Okay, your work might still be read by students, managers, or academics who do not publish
    - But: academic research should also contribute to academic discourse
  - Government research assessments and academic promotions increasingly focus on citation impact

- Why would you want to know if your work is cited?
  - To prepare for confirmation/promotion/yearly performance appraisal
  - To know who is building on your work
    - They might be future collaborators
    - It is exciting to see how others are using your research, you might get new ideas through it
  - To get an ego boost, to know someone has (presumably) read your work ☺

How to get cited? The four c's of citation impact (1)

- Remember, these are all things that are **intrinsically** important in academic publishing and academic careers in general; you should not be doing these things instrumentally just to get cited

- **Competence** (aka as Performance in the four P's of publishing), you won't be cited if your work isn't any good
  - However, you can improve your chances of being cited through the three remaining c's

- **Communicate** (academics can only cite your paper if they know about it)
  - Face to face at e.g. conferences, attend & talk to people
    - If you are shy... volunteer for PDWs, as discussant, session chair, committee member, having a role will make it easier

- Use social media, it is a very easy and effective way to **communicate**
  - Social media could have been made for academic introverts like me who find too much face-to-face interaction draining ☺
  - Just like with private use, social media can create a feeling of continued connection especially with those you have met in the past

How to get cited? The four c's of citation impact (2)

- **Collaborate** (not just because it makes doing research more fun)
    - It often leads to better quality research
        - Complementary skills (theory development, empirical research, analysis, practical implications)
        - Always someone to read your paper critically & more motivation to finish your papers
    - Co-authored papers are cited more (because each author has their own network)
        - Your collaborators will cite you in their other projects

- **Care** (this more generally makes our profession a nicer place to be)
    - For your own reputation, it is your most valuable asset
        - Nobody wants to use and cite the work of someone they don't respect
        - Be an ethical researcher in every possible way
    - For others; help wherever you can
        - Keep the promises you make at conferences
        - Alert collaborators/academic friends to useful information & congratulate them on their achievements
        - Thank others for their help!

- Both **collaboration** and **care** can be facilitated through social media, they are non-invasive ways to keep in touch with colleagues

Social media in academia

What is it and
why do you [not] use it?

What is Social Media in Academia?

- Researcher Profiles [**Google Scholar Citation Profile**, ORCID, Scopus ID, Researcher ID (WoS)]
    - not strictly speaking Social Media, but important all the same, esp. Google Scholar Profiles
- Facebook
    - Not typically seen as academic; if you need to use it, keep it private (in both senses of the word!)
- **LinkedIn**
- **ResearchGate** (Academia.edu, Mendeley, your own website)
- Slideshare, Youtube [will not discuss here]
- **Twitter** & **Blogging**
- Show of hands, who is doing what?

Why [not] use Social Media?

- Why use Social Media?
  - To publicize your work and generate **impact** [all]
  - To build your network and collaborate [all, except Researcher IDs]
  - Public engagement [LinkedIn, Twitter, Blogging]
  - To stay current in your field [all]
  - In short: to build a professional identity, i.e. your **academic brand**

- Why not use it?
  - Insecure about skills to do it [*learn, it is really not that hard!*]
  - Not enough time [*focus on a few essentials!*]
  - Blurring identities [*manage your identity!*]
  - Don't have anything to say [*listen until you do!*]
  - It is just "not me"

It is just "not me"? Please remember:

- Publicising your work
  - Is NOT aggressive, continual and untargeted announcements of your research and your publications
  - Instead, it is simply seeking to ensure that those who might be interested know about your work

- Networking
  - Is NOT an aggressively instrumental and manipulative activity only designed to further your career
  - Instead, it is simply a way to cultivate connections with others who share your interests

  - Source: Mark Carrigan (2016) Social Media for Academics

8 steps to improve impact

With brief discussions of some social media platforms

The 8-step flow to impact [red involves social media]

1. Create pre-publication version

2. Add paper to university repository

3. **Put paper on other research repositories**

4. **Write a short blog post and share through social media**

5. **Update your Google Scholar profile**

6. **Send paper to colleagues**

7. **Maintain your ResearchGate and ORCID profiles**

8. **Write up a more comprehensive blog post**

Step 1: Create a pre-publication version

- As soon as you receive the acceptance decision, create a pre-publication version of your paper
  - Accepted version without journal formatting
    - doesn't have to be the ugly reader-unfriendly double-spaced "insert figure here" manuscript with dangling headings
  - Virtually all publishers allow you to share this without any embargo

- I add it to the online papers section of my website, I also update my publications by year, publications by type, research overview, and the relevant research program page, see e.g. Quality and Impact of Academic Research

- Estimated time: 1 hour [or 10 min if you don't have your own website]

Step 2: Add paper to your university repository

- You are required to add your paper to the Middlesex University repository within 3 months of **acceptance**
  - http://eprints.mdx.ac.uk/profile/4547

- Putting your pre-print paper in your university's repository is **compulsory** in the UK to have your publications included in the REF
  - Unless you upload a full-text version of your paper in the repository it **doesn't count for the REF**
  - Your university will be losing out both in terms of REF ranking and in terms of funding

- Estimated time: 5-10 minutes [or really 2-3 minutes if you know what you are doing!]

# Step 3a: Put paper in public/ general paper repositories

- Put your paper on other repositories such as (check with colleagues about the preferred repository in your field)
  - ResearchGate or Academia.edu
  - SSRN
  - ArXiv.org
  - RepEc

- Estimated time: 5-30 minutes
  - As long as you don't let yourself be distracted by looking at alerts or other papers on these services ☺
  - If this is part of your keeping up-to-date strategy then of course go ahead and let yourself be distracted without feeling guilty!
    - https://harzing.com/blog/2018/05/how-to-keep-up-to-date-with-the-literature-but-avoid-information-overload

Step 3b: ResearchGate:
Your paper repository, plus…

- In comparison to Academia.edu
  - Has the most painless method for adding papers
  - Draws more researchers judging from the number of views/downloads, for me typically 5-10 times more
  - Has more comprehensive additional features

- Presents extensive stats (reads, citations & profile views) and scores (research metrics)
  - See who is reading and citing your work
  - Compare yourself with others (if you feel so inclined)

- Default settings alert you *"whenever someone in your network farts"* or whenever anyone cites/reads your work, etc.
  - I receive multiple email alerts a week, even after disabling most of the alerts
  - Adjust the settings to prevent overload, so alerts are useful to you!

- Let's take a quick peek [copy link]
  - https://www.researchgate.net/profile/Anne-Wil_Harzing

Step 4a: Write up a short blog post to announce your paper

- Just a few lines introducing the paper, abstract and full reference
  - https://harzing.com/blog/2017/05/language-in-international-business-a-review-and-agenda-for-future-research
  - Not applicable if you don't have your own website
  - However, you can also do this on LinkedIn and share with your contacts
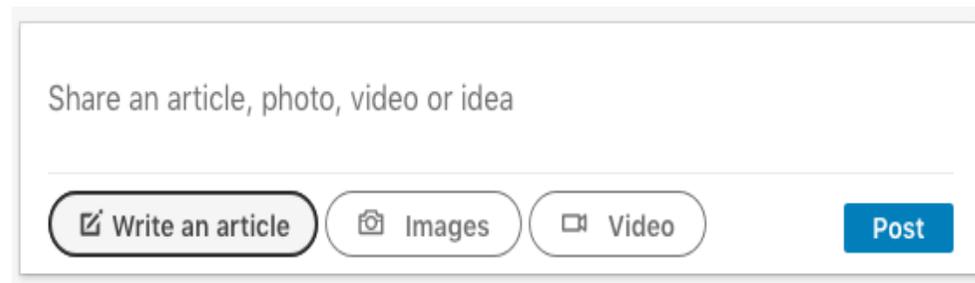
- I share this blogpost on LinkedIn and send out a tweet about it

- Estimated time: 0.5-1 hour.

Step 4b: LinkedIn:
Your basic CV online, plus...

- Good source of basic information about academics
  - Some academics use it as an online CV, combining it with links to paper repositories

- **Professional** networking
  - Allows you to find shared connections, but might result in many unwanted invitations
  - Updates of what your connections are doing/recommending etc.
  - Allows you to share your own updates

- I use it to find basic info on academics and share my blog posts, more useful than Twitter for me for academic posts

- Let's take a quick peek [copy link]:
  - https://www.linkedin.com/in/anne-wil-harzing-1747026b/

Step 4c: Twitter: Surprisingly versatile

- All about sharing
  - Your work and achievements [but not only that!]
  - Useful links with your followers
  - Retweet useful tweets from others
  - Keep up-to-date with (academic) news

- Build a clear profile, in my case this is:
  - International Business, bibliometrics, gender, Brexit, academia, supporting colleagues, [very] occasional non-work tweet
  - No politics or material that might attract trolls (esp. important for women and minorities who bear the brunt of online abuse)

- Most unexpected benefit: Internal "marketing"
  - My Dean and VC are following me on Twitter ☺

- Let's take a quick peek:
  - https://twitter.com/AWHarzing/
  - https://twitter.com/hashtag/cygna_london?src=hash

Step 5a: Create a Google Scholar Profile: Your academic CV

- Very easy to set-up (2-10 minutes). For details see:
  - https://harzing.com/blog/2018/11/google-scholar-citation-profiles-the-good-the-bad-and-the-better

- Might wrongly attribute publications to you if you have a common name and is prone to manipulation
  - Do not take all profiles at face value
  - Set your own updates to manual (change default settings)
  - Clean up your profile a couple of times per year
  - You can search for GS Profiles in Publish or Perish, making an overview of publications even easier

- Set publication/citation alerts for yourself and other important academics

- Explore the limited social media type functions through listings of co-authors, field topic and institutional links

- Let's take a quick peek [copy link]:
  - https://scholar.google.co.uk/citations?user=v0sDYGsAAAAJ

Step 5b: Keep your GS Profile in good shape

- Within two weeks after adding the paper to your university repository it should be picked up by Google Scholar

- If you have created a GS Citation Profile and haven't set updates to manual it will be added to your record automatically
  - If you have set additions to manual to avoid mistakes (as I have) you will receive an alert from Google Scholar asking whether you want to add it

- Log in, add the publication, correct any mistakes and provide additional details where needed
  - https://harzing.com/blog/2017/10/is-google-scholar-flawless-of-course-not
  - I also use that time to check whether I need to add details for recent publications, such as for instance a DOI that has become available

- Estimated time: 5-10 minutes

Step 6a: Contact individual academics

- As soon as the official publisher's version of the article is available I download it and file it with a descriptive name in a named folder on my computer, so I can easily find it

- I might then send the paper to a few people that might be interested in the topic
  - Mostly though, I just keep it available to be able to quickly send it to anyone asking me for a reprint
  - Most of my work will be picked up by key people in other ways, but for a novice researcher direct emails might be useful
  - You can also use LinkedIn, ResearchGate or Twitter messaging, depending on your/the recipients/the discipline's preferences

- Estimated time: 5-60 minutes, depending on whether you send out individual notices about the paper
  - Don't be shy to send your papers, most academics appreciate it, BUT:
  - Don't "spam" academics:
    - https://harzing.com/blog/2016/05/dont-write-mass-emails-1-distributing-your-work

Example email 1

- *I don't know if you remember me, but I met you at Victoria University (NZ) when you came to speak many years ago. At the time I was a PhD student researching multilingualism and the role of English in banks in Luxembourg.*

- *Now, I'm delighted to share with you what I have just published on YouTube. It's a short 20 minute illustration (doodle) on some aspects of my PhD. It's a video that could be used as a teaching resource.*

- *I've attached a free e-print from the 2013 journal article that goes with it and there are other publications found in the YouTube description. I hope you enjoy it as much as I did in producing it!*

  - https://www.youtube.com/watch?v=1O1yE9ylqZo

- Signature [picture included]

- Personal, courteous, interesting, and introducing something I hadn't heard about before: a doodle research illustration.

  - The picture was useful too as I had not seen this student for 8 years.

Example email 2

- And here is another one: again personal, courteous and clearly explaining why I might be interested in the paper.

- *Just a short note to say thank you for your contribution to the conversation [AWH: Note the crucial word **conversation**, see my* blog *on this] on the socialization of doctoral students in business schools (in your paper with Nancy Adler in AMLE). We built upon it in our paper that has just been accepted by the AMLE.*

- *While our paper is not as critical of the current state of things as your paper, my co-author and I hope it will add some value to the practice of socializing doctoral students into research profession. I enclosed the copy to this email in case you want to share it with early-career researchers in London CYGNA group.*

- https://harzing.com/blog/2016/03/why-does-my-paper-get-a-deskreject-time-and-again

Step 7: Keep your various social profiles up-to-date

- Every 2-3 months I log in to my ResearchGate and ORCID profile and add any new publications
  - Usually ResearchGate will already have found the paper online on my website
  - The easiest way to get your paper on ORCID is to use their connection to Scopus

- This could also be a time to review any notifications such as request for full-text versions of your papers [e.g. book chapters that cannot be uploaded] and other questions
  - If your field is active on ResearchGate you might want to do this every few weeks

- Estimated time: 15-30 minutes

Step 8a: Write more substantive blog posts

- After a year or two or whenever I have accumulated 2-3 articles on a particular theme, I might write a longer blogpost such as:
  - What if fully agree doesn't mean the same thing across cultures?
  - Challenges in International survey research: illustrations and solutions
  - Trailblazers of diversity: editors and editorial board diversity

- I tweet about this post and share it on LinkedIn [see earlier slides]

- Key purpsoses
  - Good way to "revitalise" interest in a paper and also allows you to reflect on the broader contributions of your own research
  - If you intend to do further research in the field it can also be a really good lay introduction to companies when looking for data collection sites
    - Helene Tenzer: How to manage multi-lingual teams? or Shea Fan: Managing expatriates' identity: subtle desire, big impact

- Estimated time: first time you do this: 8-12 hours, after that: 3-6 hours.

Step 8b: Blogging - Reaching out in another way

- A broader research topic blog or a blog post based on one article can be done on your own website, a University blogging platform, or other blogging platforms or even LinkedIn [or do both with reprints]
  - Non-University sites might have a broader societal reach

- Middlesex Minds: https://mdxminds.com/category/editors-picks/

- London School of Economics have a wide range of blogs
  - LSE Business Review [quite a few colleagues have posted]:
    - https://blogs.lse.ac.uk/businessreview/?s=Middlesex+University
  - LSE Impact of Social Sciences [mostly me]:
    - https://blogs.lse.ac.uk/impactofsocialsciences/?s=Middlesex+University

- The Conversation, founded in 2010 in Melbourne
  - independent, not-for-profit media outlet; articles are authored by academics, edited by professional journalists and freely available
    - https://theconversation.com/institutions/middlesex-university-1246

Adding up the hours

- Total time spent per paper: 6-16 hours [most of which is for a blog on a number of papers combined].

- Does this sound like a lot to you?
  - Maybe… But:
  - You have put **years** into doing the research and writing the paper
  - Why wouldn't you devote two more **days** to ensure it gets the audience it deserves?

- Does it really matter?
  - Two articles in the same top journal, share an author, same topic, similar quality level
  - For one two authors [incl. myself] actively shared the paper, for the other none of the authors did

Controlled experiment: same author, journal, topic, paper quality, yes/no social media

Microsoft Academic query   How to search with Microsoft Academic

Authors:	Years: 2014 - 2014
Affiliations:	Study field:
Full journal title:	Journal of International Business Studies
Full article title:	
All of the words:	language
Any of the words:	

Lookup | Clear All | Revert | Copy | New

Metrics   Help

Publication years:	2014-2014
Citation years:	4 (2014-2018)
Papers:	9
Citations:	625
Cites/year:	156.25
Cites/paper:	69.44
Cites/author:	198.83
Papers/author:	3.17
Authors/paper:	3.00
h-index:	9
g-index:	9
hI,norm:	7
hI,annual:	1.75
*Count:	6

Results

Copy to Clipboard | Save as File...

	Cites	Per year	Authors	Title	Year	Publication
☑ h	131	32.75*	Helene Tenzer, Markus Pudelko, Annewil Harzing,...	The Impact of Language Barriers on Trust Formatio...	2014	Journal of International Business Studies
☑ h	111	27.75*	Pamela J Hinds, Tsedal Neeley, Catherine Durnell ...	Language as a Lightning Rod: Power Contests, Em...	2014	Journal of International Business Studies
☑ h	96	24.00*	Mary Yoko Brannen, Rebecca Piekkari, Susanne Ti...	The multifaceted role of language in international ...	2014	Journal of International Business Studies
☑ h	78	19.50*	Agnieszka Chidlow, Emmanuella Plakoyiannaki, C...	Translation in cross-language international busines...	2014	Journal of International Business Studies
☑ h	74	18.50*	Vesa Peltokorpi, Eero Vaara, Eero Vaara	Knowledge Transfer in Multinational Corporations: ...	2014	Journal of International Business Studies
☑ h	73	18.25*	Wilhelm Barnerrasmussen, Mats Ehrnrooth, Alexei...	Cultural and language skills as resources for bound...	2014	Journal of International Business Studies
☑ h	32	8.00	Maddy Janssens, Chris Steyaert	Re-considering language within a cosmopolitan un...	2014	Journal of International Business Studies
☑ h	17	4.25	Stefan Volk, Tine Kohler, Markus Pudelko	Brain Drain: The Cognitive Neuroscience of Foreign...	2014	Journal of International Business Studies
☑ h	13	3.25	Andrei Kuznetsov, Olga Kuznetsova	Building professional discourse in emerging marke...	2014	Journal of International Business Studies

Recommendations & further reading

Bewildered? Confused? Overwhelmed?
Don't know where to start?

In sum... how to engage with social media in academia?

- Essential [requiring only 1-2 hours a month]
  - Create a Google Scholar Profile
  - Set up a LinkedIn profile
  - Set up a ResearchGate Profile & upload every new paper
  - Check all of them at least once every 3-4 months

- Recommended
  - Engage a bit more deeply with the above: create SOME alerts, share some updates on LinkedIn, review your feed/stats/score on ResearchGate

- Nice to have
  - Occasional guest blogging, maybe once or twice a year
  - Twitter account with weekly activity, mainly to keep up-to-date and re-share some information [i.e. passive use]

- Only for those who are really keen
  - Regular blogging on your own blog
  - Active use of Twitter account, multiple Twitter accounts
  - Frequent commenting on LinkedIn updates, having many alerts, answering questions on social media platforms

Further reading?
Look at these blogposts

- [The four C's of getting cited](#)

- [What is that conference networking thing all about?](#)

- [Don't write mass emails (1): distributing your work](#)

- [How to ensure your paper achieves the impact it deserves?](#)

- [How to keep up-to-date with the literature, but avoid information overload?](#)

- [How to promote your research achievements without being obnoxious?](#)

- [Why does my paper get a desk-reject time and again?](#)

- [How to prevent burn-out? About staying sane in academia](#)

- [Would you ask a male academic the same question?](#)

The End!

Any questions or comments?