Maximizing Journal Article Impact: Strategies for Enhanced Visibility in Today's Academic Sphere

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ABSTRACT

In the dynamic realm of academia, researchers face the dual challenge of generating groundbreaking insights and ensuring widespread visibility for their contributions. This article explores the evolving strategies employed by researchers to enhance the visibility of their journal articles in the changing landscape of academic technology. Online publishing platforms have transformed scholarly communication, democratizing knowledge through open-access journals, preprint servers, and institutional repositories. Beyond traditional metrics, we delve into innovative methods, collaboration, and technology-driven solutions that amplify the reach and impact of scholarly articles. Visibility extends beyond dissemination, encapsulating the art of captivating diverse audiences and transcending disciplinary boundaries. This research article illuminates the path towards heightened visibility, empowering researchers to contribute to the collective tapestry of knowledge through means such as Academia.edu, ISSUU, Scribd, ResearchGate, social media, Search Engine Optimization (SEO), and ORCID. Enhanced visibility offers multifaceted advantages, including increased citations, higher impact factors, knowledge dissemination, international collaboration, career advancement, public engagement, and job opportunities within the scholarly community. Researchers are equipped with the insights needed to thrive in the evolving landscape of journal article visibility in the digital cosmos.

Keywords academic publishing; article visibility; journal impact; research visibility; article promotion; citation indexing; academic visibility strategies; research impact factors

INTRODUCTION

In the dynamic realm of academics, where knowledge creation and dissemination form the bedrock of intellectual progress, researchers face a dual challenge: crafting groundbreaking insights and ensuring these contributions resonate across the scholarly landscape. In this intricate dance of discovery, the visibility of journal articles emerges as a pivotal determinant of success. As the academic ecosystem

INOSR APPLIED SCIENCES 11(1):1-12, 2023 undergoes a profound transformation, propelled by the relentless march of technology and the ever-expanding digital frontier, researchers find themselves navigating a landscape where the pursuit of visibility is both an art and a science [1-3]. In an era dominated by online publishing platforms and the pervasive digitization of academic content, the quest for attention has become increasingly competitive. The sheer volume of scholarly output, coupled with the rapid pace information dissemination, of necessitates a strategic approach to elevate authors' work above the digital noise. This article endeavours to unravel the complexities surrounding journal visibility, offering a nuanced exploration of the multifaceted strategies available to researchers. Beyond the traditional metrics of impact factor and citation counts, we delve into innovative methods, emerging trends, and technology-driven solutions that can amplify the reach and influence of scholarly articles [4-5]. Journal article

Iournal article visibility refers to the extent to which a scholarly article is accessible, discoverable, and cited by the academic community and the public. In the annals of academia. establishing visibility traditionally hinged upon age-old practices, predominantly involving the research dissemination of through avenues like conference presentations and esteemed publications in journals. Although these time-tested methods

The emergence of online publishing platforms marks a transformative era in the realm of scholarly communication, fundamentally altering the traditional landscape of knowledge dissemination. Open-access journals, preprint servers, and institutional repositories have ushered in a new age of accessibility, enabling researchers to share their work freely with a global audience. This paradigm shift has democratized not only access to information but has also catalyzed collaborative efforts and accelerated the pace of scientific progress [8-10].

i. Democratizing Knowledge Through Open Access: One of the key visibility extends bevond mere dissemination; it encapsulates the art of captivating diverse audiences and transcending disciplinary boundaries. From harnessing the power of social media and engaging with online communities to leveraging cutting-edge tools for data visualization and interactive content, researchers are presented with a spectrum of possibilities. Through an in-depth examination of these strategies, this article aims to equip academics with the knowledge and insights needed to navigate the evolving landscape of journal visibility successfully. This research article by illuminating the path towards heightened visibility (various means and key methods of making a journal published articles visible) will empower researchers to not only contribute to the collective tapestry of knowledge but also ensure that their scholarly endeavours resonate far and wide in the vast expanse of the academic cosmos.

Journal Article Visibility Platforms and Databases

continue to form the bedrock of academic dissemination, the advent of the digital age has ushered in a new era, bringing forth supplementary platforms and channels that empower researchers to amplify the reach and impact of their scholarly endeavours [4,6-7]. The supplementary platforms, databases and channels that researchers use to make scholarly articles visible are as follows:

1. Online Publishing Platforms

breakthroughs brought about by online publishing platforms is the democratization of knowledge. Openaccess journals, in particular, have dismantled barriers to information by providing unrestricted access to scholarly articles. This inclusivity ensures that researchers, students, policymakers, and the general public can benefit from the latest advancements without encountering paywalls or subscription fees. As a result, the democratization of knowledge promotes a more equitable and inclusive academic landscape and this will help in making an article more visible [3,8,11].

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ii. Accelerating Discovery with Preprint This Servers: is another integral component of online publishing that plays pivotal role in expediting the а dissemination of cutting-edge research by allowing researchers to share their work before formal peer review. Preprint servers facilitate rapid knowledge exchange within the scientific community. This acceleration of the publication process collaboration. constructive fosters feedback, and the swift integration of new findings into existing bodies of knowledge. Researchers can engage in real-time discussions, enhancing the collective understanding of scientific phenomena [8,10,12].

iii. Harnessing Institutional Repositories for Impactful Archiving: Institutional

Collaborating with other researchers and forming interdisciplinary networks can enhance the visibility of journal articles. Co-authorship, joint presentations, and

3. Altmetrics Traditional metrics like citation counts are still important indicators of impact, but Altmetrics offer a more nuanced view of a paper's visibility. Altmetrics measure

Academia.edu is a platform where researchers can share and access academic papers, articles, and research. It serves as a social networking site for academics, allowing them to connect with peers, share

5. ISSUU

ISSUU is a digital publishing platform that allows users to publish, share, and discover content online. It is often used for magazines. catalogues. and other publications. Researchers and academics

6. Scribd

Scribd is an online platform that offers a subscription service for access to a vast collection of ebooks, audiobooks, and documents. It also allows users to publish and share their documents. Researchers

Harnessing the power of social media has become a game-changer in academic visibility. Researchers can leverage platforms like Twitter, LinkedIn, and ResearchGate to share their findings, engage with peers, and participate in repositories serve as digital archives that house and showcase the intellectual output of academic institutions. These repositories not only preserve the scholarly work produced within the institution but also contribute to the visibility of the research conducted. Expanding the functionality of institutional repositories beyond mere storage, institutions can leverage these platforms to showcase the diversity and impact of their research endeavours. This not only enhances the reputation of the institution but also provides a centralized researchers, hub for facilitating interdisciplinary collaborations among scholars from different institutions [13].

2. Collaboration and Networking

cross-disciplinary partnerships contribute to a broader impact, attracting attention from diverse academic communities.

online attention, such as downloads, social media mentions, and blog references. providing a real-time assessment of an article's influence [14-15]

4. Academia.edu

their work, and collaborate on research projects. Use this link: https://www.academia.edu to create an account on academia.edu [16-17].

may use ISSUU to publish and share documents, presentations, or reports. Use this link: https://issuu.com to create an account with ISSUU [18].

might use Scribd to share their research findings or access relevant content. Use this link: https://www.scribd.com to create an account on Scribd [19].

7. Social Media Engagement

relevant conversations. Strategic use of hashtags and networking can significantly amplify the reach of journal articles [4-5,15]. Social media engagement can be achieved through the following strategies:

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i. Content Strategy: Researchers should develop a thoughtful content strategy for social media. This involves not only sharing their research findings but also curating and sharing relevant content from researchers. other This helps in establishing a well-rounded and engaged online presence.

ii. Visual Content: Incorporating visually appealing elements, such as infographics or short video summaries, can make research more accessible to a broader audience. Visual content tends to grab more attention and is more likely to be shared.

iii. Engagement **Tactics:** Actively responding to comments, questions, and discussions related to your work on social media is crucial. This engagement not only demonstrates accessibility but also helps in building a community around your research.

iv. Live Events and Webinars: Conducting live events or webinars on platforms like

Step-by-Step Procedures for Creating a Researchgate Account a. Visit the ResearchGate Website

- Go to the official ResearchGate website at https://www.researchgate.net/.
- b. Click on "Sign Up"
 - On the ResearchGate homepage, locate and click on the "Sign Up" or "Join for free" button.
- c. Choose Your Account Type
 - You can sign up with your Google account, Facebook account, or use your email address.
 - If you prefer using your email, enter your email address and create a password.
- d. Click on "Sign Up" or "Join for Free"
 - After entering your information, click on the "Sign Up" or "Join for Free" button.
- e. Verify Your Email
 - Check your email inbox for a verification message from ResearchGate.
 - Open the email and click on the provided verification link to confirm your email address.

Facebook Live or LinkedIn Live can be an effective way to directly engage with your audience. This interactive format allows for real-time Q&A sessions and fosters a sense of connection visibility of scholarly articles

v. Collaborative Projects: Collaboration with other researchers and institutions on social media will not only broaden the researcher's research article reach but also expose it to wider audiences. Tagging collaborators and institutions in posts can also enhance the visibility of a researcher and its published articles.

vi. ResearchGate:

ResearchGate is a social networking site designed for scientists and researchers to share papers, ask and answer questions. and find collaborators. Hence, effective Utilization of ResearchGate enhances the visibility of journal articles [16]. Tips on how to use ResearchGate:

- f. Complete Your Profile
 - Once your email is verified, you will be prompted to complete your ResearchGate profile.
 - Add details such as your academic and professional affiliations, research interests, and a profile picture.
- g. Follow Researchers and Ioin **Research Communities**
 - Explore ResearchGate and consider following researchers whose work interests you.
 - Ioin relevant research communities to stay updated on discussions and publications in vour field.

h. Add Your Publications

- You can manually add your publications to vour ResearchGate profile or import them from databases like PubMed.
- This step helps showcase your research output the on platform.

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- i. Connect with Colleagues
 - Connect with colleagues by searching for their profiles and sending connection requests.
 - Networking on ResearchGate can help you stay informed about your field and collaborate with other researchers.
- j. Adjust Privacy Settings
 - Review and adjust your privacy settings based on your preferences. You can control who can see your profile and publications.

8. Search Engine Optimization (SEO)

Google Scholar is primarily a search engine and a database designed for academic and scholarly research. Google Scholar focuses on providing access to scholarly literature, including articles, theses, books, conference papers, and patents. Users can search for academic publications across various disciplines using keywords, authors, and other criteria. It is a valuable tool for researchers, students, and academics to find and access scholarly information [20-21]

Step-by-Step Methods for Creating a Google Scholar Account

i. Type this <u>https://scholar.google.com/</u> in any of your browsers and click on "Register" or "Sign up"

		Google		
		Sign in		
t	o continue to	o Google Sch	olar Citatio	ons
Emai	l or phone			
Forgot e	imail?			
Not you Learn m	computer? Us	se Guest mode	to sign in pi	ivately.
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Figure 1: Email Address or Phone Number Entering Interface

ii. Enter the email address you wish to use in the account opening (institutional or noninstitutional based email) as shown in Figure 1. Note: When an institutional email is used, there is no verification, otherwise you have to login to the institutional email to verify the Google Scholar account.

		Google		
		Welcome		
	(visibi	lityoffice@kiu.e	ne.ug 🖌	
Enter	you <mark>r</mark> passw	ord		
Sh	ow password	4		
orgot p	assword?			Next

Figure 2: password Filling Interface

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i. Create a password and proceed: enter your password in the interface as shown in Figure 2

	visibility office	
ŝ	+ Add another name	
-	Affiliation E.g., Professor of Physics, Princeto	n University
	Kampala International Unive	ersity, Uganda
-	Email for verification E.g., einstein@princeton.edu	
	visibilityoffice@kiu.ac.ug	
í	Areas of interest E.g., general relativity, unified field t	heory
	Publication, Research	
1	Homepage (optional) E.g., http://www.princeton.edu/~ein:	stein
	http://www.kiu.ac.ug/~visibi	lityoffice
	Figure 3: Profile F	illing Interface
	using the sample in Figure 3 Click next to select your article	article to use and set y
	to proceed but if you don't have	account as snown in Figure
ld	articles you wrote.	Selected: 1 \rightarrow
d d	articles you wrote.	Selected: 1 →
id ઽ ∎	to proceed but if you don't have articles you wrote. ⑦ visibility office Groups III Articles	Selected: 1 →

Figure 4: Published Article Selection Interface

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iv. After that click the blue arrow on your right-hand side to proceed to the next step



Figure 5: Article Update and Profile Visibility Settings

v. Tick "make my profile public", "new article and new citations" and click done as shown in Figure 5. This will make the researchers published articles to be publicly visible and the researcher will be notified when there is new citation and related articles to his/her area of research is published.

Google Scholar			
Verify email Email at loss acturg unit verified yet. VERIFY	Add photo Comparte your profile.	DD	
visibility office Kampala Internations No verified email - <u>H</u> Publication Resear	al University, Uganda omepage ch	Searrowing	Co-authors No co-authors
о тик (0 і		CITED BY YEAR	
	There are no articles in this profile.		
	V SHOW MORE		

Figure 6: Complete Google Scholar Account Created

- vi. You can add your articles by clicking on the addition sign on the right-hand side as shown in Figure 6. When you click on that sign, scroll down and click on add article manually and it will display as shown in Figure 7.
- vii. Fill accordingly and click on the blue tick on the left-hand side as

shown in Figure 7. The article will be automatically added to the author's google scholar account. Note: endeavor to use semicolon (;) to separate authors and comma (,) to separate family name from other names. http://www.inosr.net/inosr-applied-sciences/ Eze *et al* INOSR APPLIED SCIENCES 11(1):1-12, 2023

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	Journal	Conference	Chapter	Book	Thesis	Patent	Court case	Other	
Title	Enhanci	ng Journal A	vrticle Visit	oility: Stra	tegies for	Increased	Impact in t	he Contemporary	Academic Landscape
Authors	Visibility,	Officier; Pu	blication,	Extension	Research	i i			
	For example	e Patherson, D	avid; Lampo	rt, Lenie					
Publication date	2023								
	For example	2008, 2008/	12 or 2006/1	2/31.					
Journal	KIU JOU	IRNAL OF E	INGINEER	RING ANI	O APPLIE	O SCIENC	E		
Volume	8								
lissue	9								
Pagas	1-12								
Publisher	https://w	ww.kiu.ac.u	a/						

Figure 7: Manual filling of Article in Google Scholar 9. Open Researcher and Contributor Identifier (ORCID)

ORCID is a non-profit organization that provides unique digital identifiers (ORCIDs) to researchers. These identifiers help distinguish individuals and ensure that their scholarly work is attributed correctly. ORCID is increasingly used to streamline the research and publication process, making it easier to track and link an individual's contributions across different platforms [22-23].

Step- by-Step Instructions for Creating ORCID Account

a. Visit the ORCID Website:

Go to the official ORCID website at <u>https://orcid.org/</u>

b. Click on "Register"

On the ORCID homepage, locate and click on the "Register" or "Sign up" button.

c. Fill in the Registration Form

- Enter your email address.
- Create and confirm a password.
- Solve the CAPTCHA to verify that you are not a robot.

d. Read and Agree to the Terms of Use and Privacy Policy

Carefully read the Terms of Use and Privacy Policy. If you agree, check the box to confirm your acceptance.

e. Click on "Register" or "Sign up"

After filling in the required information and agreeing to the terms, click on the "Register" or "Sign up" button.

f. Verify Your Email

Check your email inbox for a verification message from ORCID. Open the email and click on the provided verification link to confirm your email address.

g. Complete Your ORCID Record

Once your email is verified, you will be directed to your ORCID record. Complete your ORCID record by adding information about your education, employment, and publications. This step is optional but recommended for a more comprehensive profile.

h. Add Your ORCID to Your Publications

As you publish research, include your ORCID in the metadata of your publications to ensure proper attribution.

i. Use Your ORCID

Whenever a researcher submits manuscripts, applies for grants, or engages in any scholarly activities, they

INOSR APPLIED SCIENCES 11(1):1-12, 2023 should make use of their ORCID to Streamline the process and ensure accurate attribution. Always keep your ORCID profile up to date by adding new publications, affiliations, and other

relevant information as your research career progresses. ORCID is a persistent identifier that can be used throughout researchers' academic and professional lives.

Table 1: Differences	s between	Google	Scholar,	Research	Gate and	ORCID
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Items	GoogleScholar	ResearchGate	ORCID
Purpose	Google Scholar is a freely	ResearchGate is a	ORCID provides
	accessible search engine	professional network for	researchers with a
	that indexes scholarly	researchers where they can	unique identifier that
	articles, theses, books,	share and access academic	distinguishes them
	conference papers, and	publications, collaborate	from other
	patents. It helps	with peers, and connect	researchers and
	researchers find academic	with other researchers in	ensures proper
	resources.	their field.	attribution of their
			work.
Features	Search Engine, gives Alert,	Publication sharing,	Offers Unique
	shows citations matrix,	collaboration, metrics, job	Identifier number,
	shows author profiles,	opportunities, interaction	integrates the 16-
		medium	digit code in
			manuscript
			submission, profile
			management

Table 1 compares the three most used professional search engines and platforms that play pivotal roles in academics and research profiles of scholars. It also

Advantages of Journal Article Visibility **1. Increased Citations**: Higher visibility often leads to increased citations. When researchers and scholars can easily find and access an article, they are more likely to cite it in their work.

2. Impact on Research Impact Factor: Journals with higher visibility can attract more submissions, leading to a higher impact factor. Impact factor is a measure of how frequently the average article in a journal has been cited in a particular year. 3. Knowledge Dissemination: Increased visibility means that research findings are widelv disseminated. more This is essential for the advancement of

knowledge and the sharing of information within the academic community.

4. International Collaboration: Visibility can facilitate international collaboration. Researchers from different parts of the world are more likely to discover and

highlighted the purposes and features of the trio based on its uses and characteristics.

engage with articles that are easily accessible online.

5. Career Advancement: Researchers whose work is highly visible may experience career advancement. Increased visibility can enhance a researcher's reputation in their field, leading to more opportunities for collaboration, funding, and career progression.

6. Public Engagement: High visibility can also help in reaching a broader audience, including the general public. This is especially important for research that has implications for public policy or has general interest.

7. Job Opportunities: Journal article visibility exposes the researcher to different parts of the academic community and job opportunities. The created niche within the scholarly community exposes a researcher with high visibility to job opportunities within their field of expertise.

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CONCLUSION

In conclusion, this scholarly exploration underscores the dynamic strategies researchers employ to augment the visibility of their journal articles in the ever-changing academic landscape. The advent of online publishing platforms has revolutionized scholarly communication, democratizing access to knowledge. Beyond traditional metrics, the article delves into collaborative, technologydriven approaches and platforms like Academia.edu, ISSUU. Scribd.

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ResearchGate, and ORCID. It emphasizes the multifaceted advantages of heightened visibility, including increased citations, global elevated impact factors. collaboration, career progression, public engagement, and expanded iob research opportunities. This equips scholars with insights to thrive and make impactful contributions in the evolving realm of journal article visibility, fostering a more interconnected and accessible scholarly community.

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