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# Improving Research Visibility Part 6: Academic Social Networking

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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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31<sup>st</sup> May 2017

All of my presentations are available online at:

[https://figshare.com/authors/Nader\\_Ale\\_Ebrahim/100797](https://figshare.com/authors/Nader_Ale_Ebrahim/100797)

Link to this presentation:

5<sup>th</sup> SERIES OF WORKSHOP ON:  
***Strategies to Enhance Research  
Visibility, Impact & Citations***

**Nader Ale Ebrahim, PhD**

=====  
Centre for Research Services  
Research Management & Innovation Complex  
University of Malaya, Kuala Lumpur, Malaysia

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Read more:

1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. ["Optimize Your Article for Search Engine."](#) *University of Malaya Research Bulletin* 2.1 (2014): 38-39.

# Abstract

**Abstract:** Researchers need to remove many traditional obstacles to disseminate and outreach their research outputs. Academic social networking allows you to connect with other researchers in your field, share your publications, and get feedback on your non-peer-reviewed work. The academic social networking, making your work more widely discoverable and easily available. The two best known academic social networking are ResearchGate and Academia.edu. These sites offer an instant technique to monitor what other people are looking at in your field of research. Both networks offer roughly the same features. ResearchGate is more closely focused on collaboration and interaction, while Academia.edu often functions more as an academic version of LinkedIn, with an online CV and as a place to share your publications.

**Keywords:** Academic Social Network Site, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic Impact

# Workshop Series :

## Strategies to Enhance Research Visibility, Impact & Citations

### Boosting your Research Visibility

Do you know “Over 43% of ISI papers have never ever received any citations?” ([nature.com/top100\\_2014](http://nature.com/top100_2014)). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the “[Research Tools](#)”. Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide you various techniques on how you can increase the visibility and hence the impact of your research work.

### Who should attend?

The workshop is for professors, lecturers, and researchers who have published papers and would like to increase their papers' visibility and citation index. The workshop is applicable for various research disciplines. This workshop series is for UM Staff and UM students only.

### Workshop Details & Registration

Speaker: **Dr. Nader Ale Ebrahim, PhD (Research Fellow)**  
**Dr. Bong Yii Bonn, PhD (Research Manager)**

Venue: **Neptune Meeting Room, Level 6, Institute of Research Management & Services (IPPP), Research Management & Innovation Complex, University of Malaya**

Organizer: **Centre for research Services (PPP), IPPP, University of Malaya**

Time & Date: **Kindly refer page 2 of the brochure**

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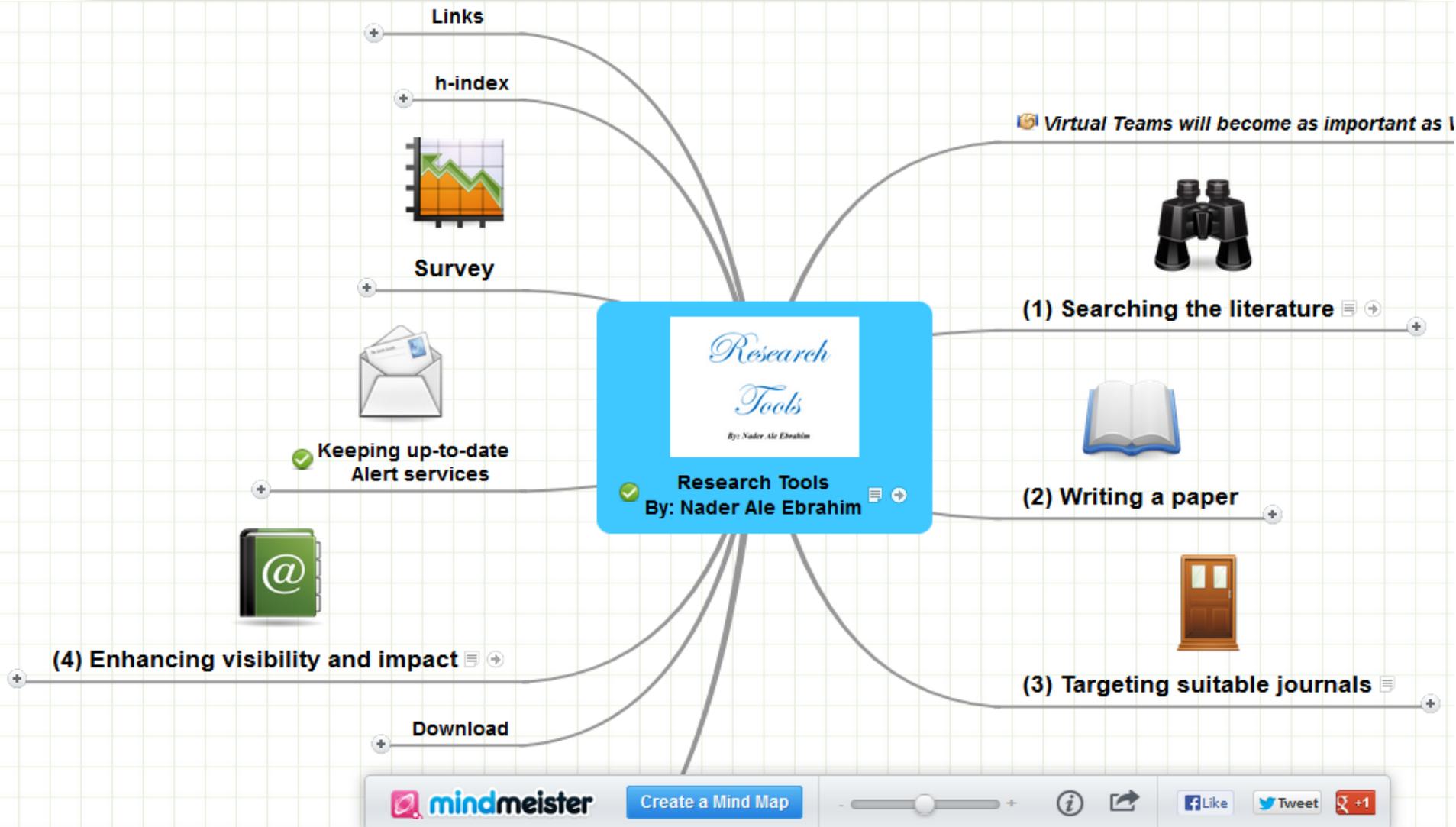
DATE	TIME	TOPIC
19 April 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 1: Search Engine Optimization</b>
26 April 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 2: Pre/Post Prints Preparation</b>
3 May 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 3: Online Profiles</b>
17 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 4: Open Access Repositories</b>
24 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 5: Blogging and Online Magazines</b>
31 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 6: Academic Social Networking</b>
7 June 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 7: Measuring Research Impact</b>

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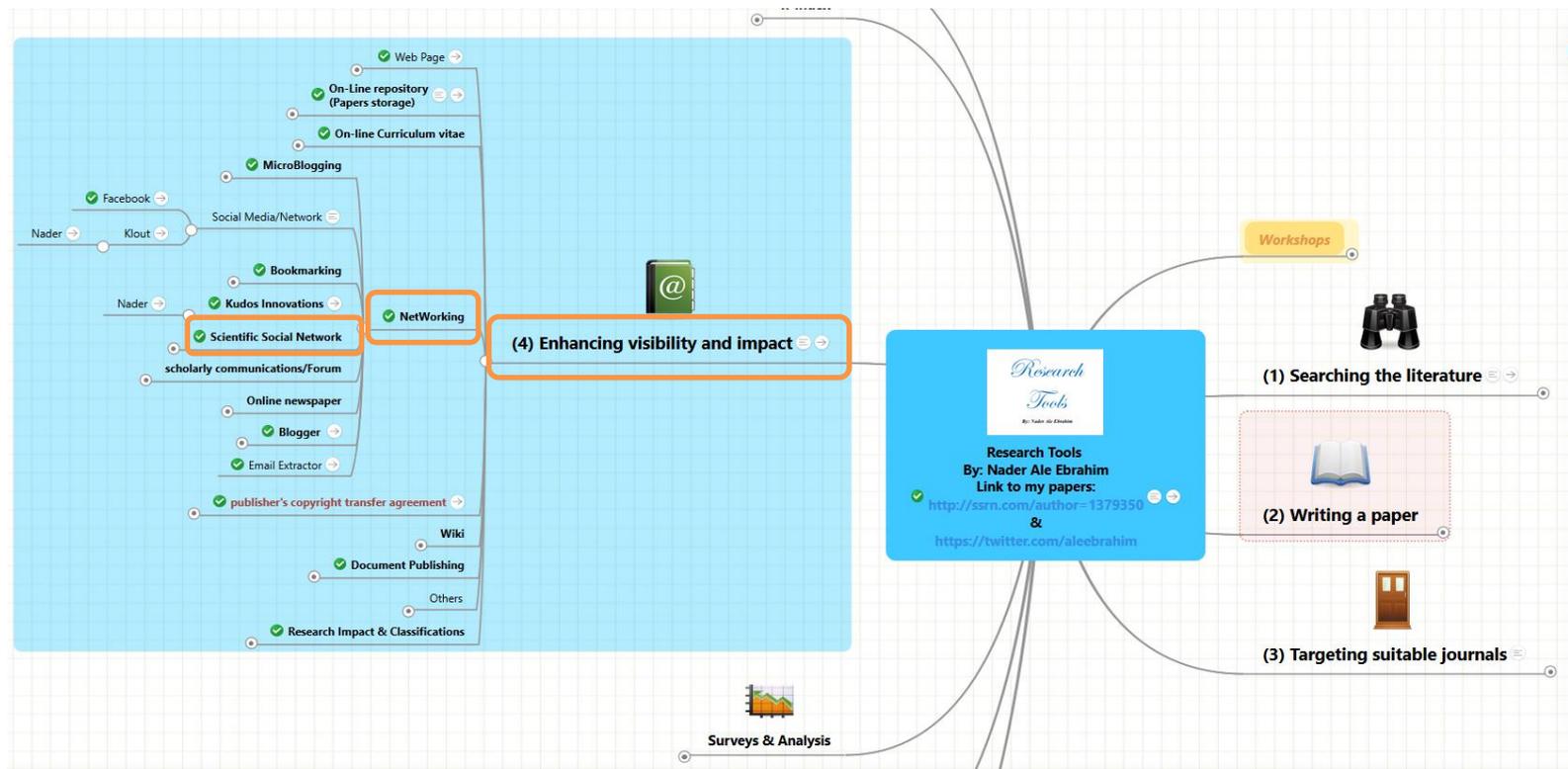
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<http://umresearch.um.edu.my>

# Research Tools Mind Map



# Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking



# Quick Reference Cards for Research Impact Metrics

## Librarian Quick Reference Cards for Research Impact Metrics

Metrics illuminate the impact of research outputs. When meeting with students, researchers, deans or department heads, the metrics — found on Elsevier products or via other sources — on these quick reference cards can help you to:

- PRIORITIZE READING**: Journal Impact Factor, H-index, CiteSpace, ResearchGate Metrics
- RECOMMEND WHERE TO PUBLISH**: CiteSpace, ISI/Clarivate Journal Rank, Journal Impact Factor, Journal Impact Ratio
- ADD TO ONLINE RESEARCHER PROFILES**: ORCID, Scopus, ResearchGate, LinkedIn, Publons, Publons, Publons, Publons
- ENRICH PROMOTION & TEACHING PORTFOLIO**: CiteSpace, ISI/Clarivate Journal Rank, Journal Impact Factor, Journal Impact Ratio
- DEVELOP COLLECTIONS**: CiteSpace, ISI/Clarivate Journal Rank, Journal Impact Factor, Journal Impact Ratio
- BENCHMARK & COLLECTIONS OF RESEARCH OUTPUTS**: CiteSpace, ISI/Clarivate Journal Rank, Journal Impact Factor, Journal Impact Ratio

DOCUMENT | AUTHOR | JOURNAL

**CITATION COUNT**  
# of citations received over publication  
A simple measure of attention for a particular article, journal or researcher. It is the number of citations (references) in subsequent research that cite the original work. The number of citations is often used to rank journals, authors, and articles.

**DOCUMENT COUNT**  
# of items published by an individual  
A number of items published by an individual. It is often used to rank authors, journals, and articles. It is often used to rank authors, journals, and articles.

**FIELD-WEIGHTED CITATION IMPACT (FWCI)**  
# of citations received by a document  
Similar documents are cited in the same weighting of the same topic. It is a measure of the impact of a document relative to the global average. It is a measure of the impact of a document relative to the global average.

**H-INDEX**  
# of articles in the collection that have received at least h citations  
The number of articles in a collection that have received at least h citations. It is a measure of the impact of a collection. It is a measure of the impact of a collection.

**CITESCORE**  
# of items published in journals  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**SCIMAGO JOURNAL RANK (SJR)**  
# of articles published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**SOURCE NORMALIZED IMPACT PER PAPER (SNIP)**  
# of articles published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**JOURNAL IMPACT FACTOR**  
# of items published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**PERCENTILE BENCHMARK (ARTICLES)**  
# of articles published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**OUTPUTS IN TOP PERCENTILES**  
# of articles published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**SCHOLARLY ACTIVITY ONLINE**  
# of items published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

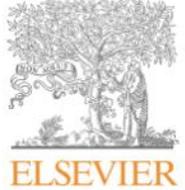
**SCHOLARLY COMMENTARY ONLINE**  
# of items published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**SOCIAL ACTIVITY ONLINE**  
# of items published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

**MEDIA MENTIONS**  
# of items published in a journal  
A measure of the impact of a journal. It is a measure of the impact of a journal. It is a measure of the impact of a journal.

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Source: <https://libraryconnect.elsevier.com/metrics>



# CITATION COUNT

*# of citations accrued since publication*

A simple measure of attention for a particular article, journal or researcher. As with all citation-based measures, it is important to be aware of citation practices. The paper “Effective Strategies for Increasing Citation Frequency” lists 33 different ways to increase citations.

[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2344585](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2344585)

Source: <https://libraryconnect.elsevier.com/metrics>



# Impact



**usage**

downloads  
views



**peer-review**

expert opinion



**citations**



**alt-metrics**

storage  
links  
bookmarks  
conversations

Source: <http://altmetrics.org/manifesto/>

# How is the Altmetric score calculated?

## The score is a weighted count

The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+	1

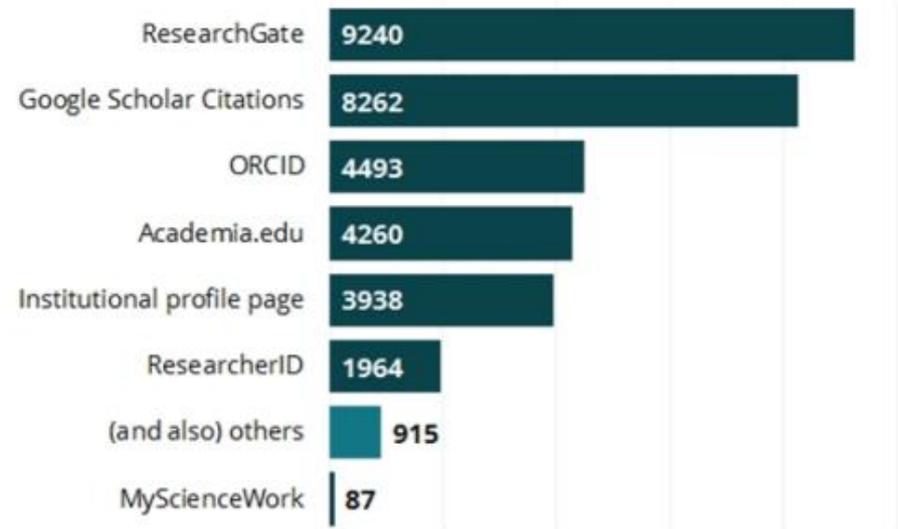
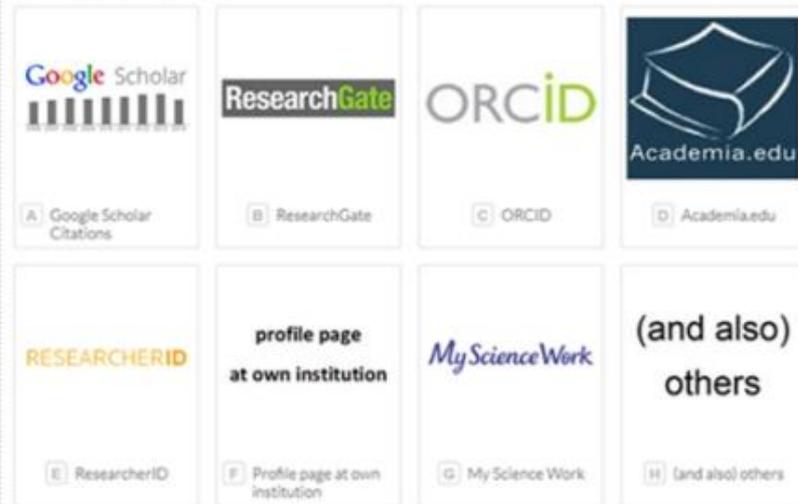
# Comparison of tools across ASNSs

ASNS	Academia.edu	ResearchGate	Mendeley	LinkedIn	ImpactStory
Discussion Boards	0	√	√	√	0
File Repository	0	0	√	0	0
Email/Message	√	√	√	√	0
Citation Count	0	√	0	0	√
Alt Metrics	√	√	0	0	√
Public Profile	√	√	√	√	√
Group Space	0	0	√	0	0
Reference Management	0	0	√	0	0
Collaborative Document Processing	0	0	√	0	0
Network Visibility	√	√	√	√	0
Upload Publications	√	√	√	√	√
Link to Social Media Sites.	√	√	√	√	√

# Academic social networks – the Swiss Army Knives of scholarly communication

What researcher profiles do you use?

Choose as many as you like



*13139 of 14896 researchers answered this question*

# Become an active contributor on ResearchGate, Academia.edu and Google Scholar

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## Psychological Science Agenda | February 2017

FROM THE SCIENCE STUDENT COUNCIL

### Academic social networking websites

A guide to managing your online presence.

By Joshua C. Palmer and Justin Strickland

Over the last two decades, the development of new and readily accessible means of communication, particularly the growth of social networking platforms, have changed the way we view the world and interact with others. Individuals now have the unprecedented opportunities to connect with peers and colleagues, seek out new information and disseminate new ideas to the broader public. For the scientific community, social networking platforms provide a low-cost way to create a personal brand or identity (Dutta, 2010) and develop a professional online presence (Donelan, 2015). In this article, we will discuss the benefits of managing your online presence in order to leverage social networking platforms to advance your scientific endeavors and professional career.

## Become an active contributor on ResearchGate, Academia.edu and Google Scholar

A variety of academic social networking platforms, including [ResearchGate](#), [Academia.edu](#) and [Google Scholar](#), have gained popularity over the past decade (Ovadia, 2014). A common capability of many of these academic social

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Source: <http://www.apa.org/science/about/psa/2017/02/academic-social-networking.aspx>

# Why academia.edu

ACADEMIA

LOG IN

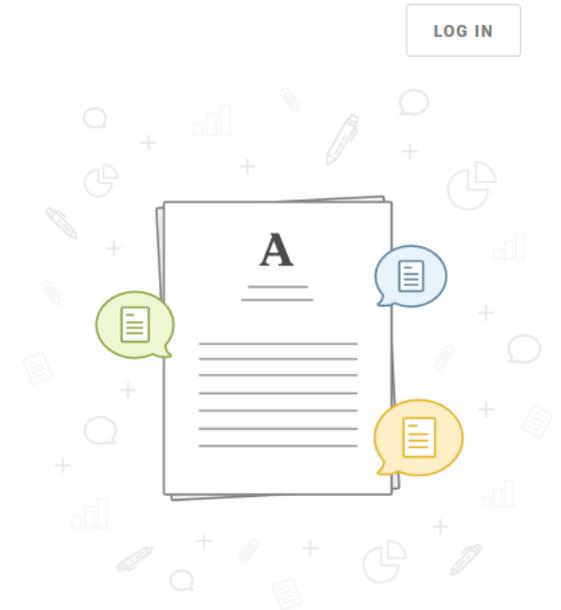
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ResearchGate and Academia.edu: Social Networking for Academics

February 26, 2016 - 2:00 pm to 3:00 pm

In this workshop, we will discuss how to share and promote your research in online academic social networks. Click the "Link" below to register.

Type Workshop

Link http://msstate.libcal.com/event/2248530

Location Mitchell Memorial Library, Eli Electronic Classroom

Cost

Contact Name Amanda Clay Powers

Contact Phone (662) 325-7677

Contact Email apowers@library.msstate.edu



# Library

## Manage Your Research Identity and Track Your Impact

This guide describes how to build a researcher identity online through the use of unique IDs and social media profiles. It also describes online tools for tracking the impact of your research.

- Home
- Create Author IDs
- Impact Metrics
- Altmetrics
- Social Networks for Researchers**
- Institutional use of metrics
- Further Reading

### Popular Social Networks

- [Academia.edu](#)  
A social network for Academics, with many Facebook-like features. You can upload publications you own the rights to and track who reads them, post updates or notes, join groups based on research interests, and follow other academics.
- [ResearchGate](#)  
A similar service to Academia.edu, with similar features. Which one to use comes down to personal preference.
- [Mendeley.com](#)  
Mendeley is best known as a reference management tool that helps you build a personalized library of research and format your references as you write. However, the web profile has many social features. You can follow other authors, and create groups to collaborate with other researchers (the free version of Mendeley only allows for one group with up to three people). As a social network, Mendeley has fewer features than Academia.edu and ResearchGate. It's probably

# ResearchGate is an academic social network created to facilitate collaborative discussion between scientists.



## Altmetrics

Altmetrics: what they are, tools to gather them and how to increase your altmetric scores.

- Home
- Background
- Tools
  - Major altmetric data aggregators
  - Altmetric Explorer
  - Altmetrics by DOI
  - Minerva: University of Melbourne Repository
  - Article level metrics and ratings
  - Search engines
  - Content hosting

### Scholarly social networking tools and profiles

- ResearchGate**

ResearchGate is an academic social network created to facilitate collaborative discussion between scientists. Researchers are encouraged to upload their publications, conference papers and raw data sets for discussion. ResearchGate has partnered with DataCite and can generate a DOI for any research outputs you upload, which makes them citable.

Researchers can create a profile in ResearchGate and metrics are provided including citations, 'impact points' based on journal impact factors, profile and publication views (both daily or weekly and by country or institution), and publication or dataset downloads. ResearchGate also provides an overall RG score based on anything you have added to your profile, and your interactions with others on the website. Although ResearchGate has no fees, accessing documents usually requires the user to have an account.
- Academia.edu**

Academia.edu is a free social networking platform for academics which aims to provide a system for scientists to share their results, independently of the current journal system.

Researchers can create a profile in Academia.edu and list or upload their publications and monitor analytics such as the number of views of their profile or documents, and their number of followers.

Source: <http://unimelb.libguides.com/altmetrics/socialmedia>



## Bibliometrics: Researcher Networks

All about bibliometrics, and how you can make your research output more visible.

Introduction	Citation Tracking ▾	Journal Impact ▾	Researcher Impact	<b>Your Researcher Profile ▾</b>	School Impact / Quality Review	University Rankings
Altmetrics ▾	Support and Training					

### General

Most social platforms for researchers enable you to:

- Create an account
- Provide biographical, educational and employment information
- Highlight your research areas and interests
- List your publications and other research outputs
- Follow other researchers or being followed
- Communicate with other researchers

There is also usually an option to upload full text of your publications. However, doing so might infringe the copyright of the publisher. We would recommend to upload full text to the [Research Repository UCD](#) (where our staff is checking the copyright policies) and then link from your social network account to the respective publication in the Repository.

### ResearchGate

- [ResearchGate](#)

ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.



It was launched in 2008 and has currently about 4 million members (including more than 2,000 from UCD).

### Academia.edu

- [Academia.edu](#)

"Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow."



The site was launched in September 2008 and has currently almost 10 million members (including about 1,000 from UCD).



Library

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Library Home / Research Guides / Research Impact Challenge / Challenge 3: Showcase your Work - Make a Profile on ResearchGate or Academia.edu

# Research Impact Challenge: Challenge 3: Showcase your Work - Make a Profile on ResearchGate or Academia.edu

Enter

- Home
- Identity : Building Your Academic Profile
- Community : Connecting with Other Researchers
- Alerts : Keeping
- Visibility : Discoverability & Access
- Measuring: Metrics & Analytics

## Challenge Description

### Challenge Three Showcase your Work:

## Basic Challenge

In this Challenge, you'll create your basic profile on either ResearchGate or Academia.edu

**Step 1.**

# The two best known academic social media are ResearchGate and Academia.edu.



## What's the point of academic social media?

Posted on August 5, 2014 in [Altmetrics](#), [Social Media](#)



Photo by skipnclick via Flickr

What exactly are academic social media? Academic social media are social media networks aimed primarily at academics and researchers. In addition to the usual functions of social media – connecting and communicating with peers and sharing and discovering information – they also offer the ability to document and share your publications. As such they

function as informal repositories for their members.

### ResearchGate and Academia.edu

The two best known academic social media are ResearchGate and Academia.edu. These two are also The Connected Leiden Researcher's focus for August. While both networks offer roughly the same features, the difference between them is one of emphasis. ResearchGate is more closely focused on collaboration and interaction, while Academia.edu often functions more as an academic version of LinkedIn, with

### SHARE



### TAGS

- Academia.edu
- academic social media
- ResearchGate

### RELATED ARTICLES

Source: <http://connectedleidenresearcher.nl/articles/academic-social-media>

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My passion is connecting people to chemistry and I am known as the ChemConnector in the social network. I have almost a decade of experience of analytical laboratory leadership and management. I am a prolific author with over a hundred and fifty scientific publications, book chapters and books, and hundreds of public presentations. I am one of the original founders of the ChemSpider database and am now the VP Strategic Development for the Royal Society of Chemistry

📍 Wake Forest, North Carolina  
Contact Info ▾

📅 Royal Society of Chemistry

🎓 BSc Hons Chemistry (Liverpool), PhD (London, UK)

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- 📖 The SciDBs Wiki - Scientific Databases
- 📖 The SciMobileApps Wiki - A Wiki of Scientific Apps
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- 📺 My Slideshare Presentations
- 📖 ResearchGate Page
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- 📖 My Collections
- 📖 Mendeley





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**Selected Services**

The following will appear in your toolbar:

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- Email
- Twitter
- Print
- Myspace
- Favorites
- Google
- Delicious
- Blogger
- Gmail
- StumbleUpon

Add

Remove

Reset

Don't see your favorite service? [Submit it to our Service Directory.](#)

OK

# Share your Posts on Other Social Media Outlets

After writing a blog post, share the posts via other social media outlets to maximize the outreach of your messages. Use LinkedIn, Facebook, academic social networks like [Academia.edu](#), and others, to spread the updates. You can connect Twitter with your other social media profiles so that tweets are posted on them as soon as you tweet.

Source: [http://www.elsevier.com/\\_data/assets/pdf\\_file/0015/145050/ECR\\_Blogging\\_210912.pdf](http://www.elsevier.com/_data/assets/pdf_file/0015/145050/ECR_Blogging_210912.pdf)

# Network

- Build your network – make sure you have dynamic diverse networks
- Join networks such as LinkedIn, ResearchGate or Academic.edu

See more at: <http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994>

# ResearchGate: Disseminating, communicating, and measuring Scholarship?

## **ResearchGate: Disseminating, Communicating and Measuring Scholarship?<sup>1</sup>**

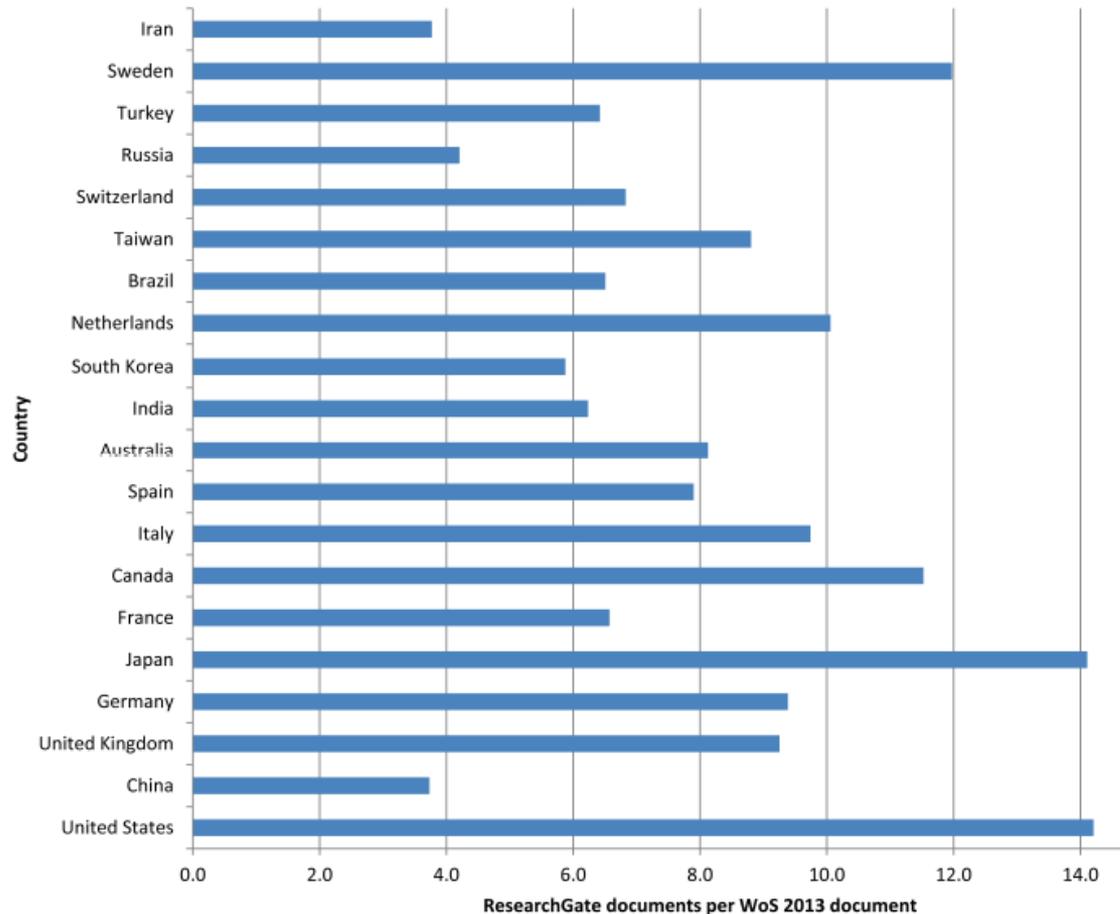
Mike Thelwall, Kayvan Kousha

Statistical Cybermetrics Research Group, School of Mathematics and Computer Science, University of Wolverhampton, Wulfruna Street, Wolverhampton WV1 1LY, UK.

ResearchGate is a social network site for academics to create their own profiles, list their publications and interact with each other. Like Academia.edu, it provides a new way for scholars to disseminate their publications and hence potentially changes the dynamics of informal scholarly communication. This article assesses whether ResearchGate usage and publication data broadly reflect existing academic hierarchies and whether individual countries are set to benefit or lose out from the site. **The results show that rankings based on ResearchGate statistics correlate moderately well with other rankings of academic institutions**, suggesting that ResearchGate use broadly reflects traditional academic capital. Moreover, while Brazil, India and some other countries seem to be disproportionately taking advantage of ResearchGate, academics in China, South Korea and Russia may be missing opportunities to use ResearchGate to maximise the academic impact of their publications.

Source: Thelwall, M. and Kousha, K. (2015), ResearchGate: Disseminating, communicating, and measuring Scholarship?. Journal of the Association for Information Science and Technology, 66: 876–889. doi: 10.1002/asi.23236

The ratio of ResearchGate publications to WoS 2013 publications for the top 20 countries for total WoS publications in 2013. Countries are listed in order of total WoS publications.



Source: Thelwall, M. and Kousha, K. (2015), ResearchGate: Disseminating, communicating, and measuring Scholarship?. Journal of the Association for Information Science and Technology, 66: 876–889. doi: 10.1002/asi.23236

# Make a ResearchGate profile

- **ResearchGate** is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a study by Nature and an article in Times Higher Education, it is the largest academic social network in terms of active users.
- **ResearchGate** claims 9 million scientists as users.



Source: <https://en.wikipedia.org/wiki/ResearchGate>

# Make a ResearchGate profile

- **Step 1: Create an account (Click to navigate to ResearchGate)**
- **Step 2: Add publications**
- **Step 3: Find other Researchers & Publications**
- **Step 4: ResearchGate Score & Stats**
- **Step 5: Q&A**



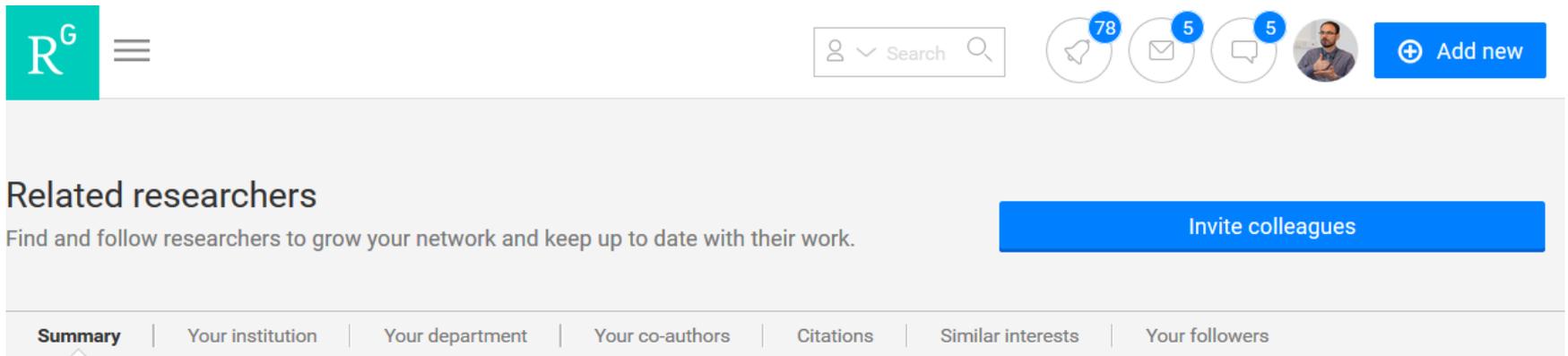
# Step 2: Add publications

ResearchGate makes it easy for you to add your publications as well as your unpublished work to your profile. To add your research such as journal articles, conference papers, and other publications such as books, chapters, and technical reports, go to your profile and select the type of publication from the drop-down list by clicking in the blue box in the top right-hand corner.

Once you've added your publications and research to your profile, they'll be listed under your Contributions tab.



# Step 3: Find other Researchers & Publications



The screenshot displays the ResearchGate user interface. At the top left is the ResearchGate logo (R<sup>G</sup>) and a hamburger menu icon. To the right is a search bar with a dropdown arrow and a magnifying glass icon. Further right are three notification icons: a bell with a '78' badge, an envelope with a '5' badge, and a speech bubble with a '5' badge. Next to these is a circular profile picture of a man and a blue button labeled 'Add new' with a plus sign icon.

## Related researchers

Find and follow researchers to grow your network and keep up to date with their work.

[Invite colleagues](#)

**Summary** | Your institution | Your department | Your co-authors | Citations | Similar interests | Your followers



## Step 4: ResearchGate - Stats

You can see an **overview of your stats in one simple, interactive graphic.**

You'll find more information on how often your work has been downloaded and cited, and, if the researcher permits it, by whom. This offers a unique opportunity to connect with peers who are interested in your research.

You will also get more information on which country and institution interested researchers come from, as well as which of your publications are downloaded most each week.



Source: <https://www.researchgate.net/blog/post/your-new-stats-page>

## Step 5: Asking questions & Adding answers

Q&A is where you can ask research-related questions and get them answered by other specialists. It's also the best place for you to share your knowledge, connect with researchers, and identify yourself as an expert in your field.

ResearchGate's Q&A recommendations take your unique set of skills and expertise into account to present you with the most relevant discussions in your field – you can find these questions under **Questions we think you can answer** on the right-hand side of your [Q&A overview page](#). Make sure you keep your research [skills and expertise up to date](#) to get the best recommendations.

You can also browse questions and answers using the other three filters: **Recent questions in your field**, **Questions you follow**, and **Questions you asked**. You can search for topics using the searchbar on the right-hand side (pictured below), which will show questions which were tagged with that topic. You can also [search ResearchGate](#) to find more questions.



# Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9<sup>th</sup> of November, 2015), compared to the same indicator on the 10<sup>th</sup> of September, 2015.

AUTHOR NAME	SEPTEMBER 10 <sup>th</sup>	NOVEMBER 9 <sup>th</sup>	MISMATCH (%)
	(2015) PROFILE VIEWS	(2015) PROFILE VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. *EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress*,. doi:10.13140/RG.2.1.4814.4402

# Academia.edu

Academia.edu is a platform where you can share research papers, monitor deep analytics around the impact of your research, and track the research of academics you follow. Placing your publications and presentations on social media will make it easier for others to encounter your work, not only because they are available on a social network, but also because they improve the search engine optimization (SEO) of your research. A recent study found that papers uploaded to Academia.edu receive a 73% boost in citations over 5 years.



Source: <https://www.usq.edu.au/library/getting-help/research-support/research-impact/social-media-for-researchers>

# Make a profile on Academia.edu

- **Step 1: Create an account (click to navigate to Academia.edu)**
- **Step 2: Post a publication or two**
- **Step 3: Add your affiliation to your profile**
- **Step 4: Add your research interests**
- **Step 5: Connect with your colleagues who are already on Academia.edu**
- **Step 6: Check out your analytics**



# Step 2: Uploading Papers

A

Search...

HOME

ANALYTICS

SESSIONS

UPLOAD



## Upload Papers

Drag and drop multiple files, or...

CHOOSE FILES

No file to upload?

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Academia © 2017



Academia.edu  
follow research

[How do I add a single paper?](#)

# Step 3: Add your affiliation to your profile

- **Editing Your Profile**
- [Profile Overview](#)
- [Editing My Profile](#)
- [Editing Your Name](#)
- [Editing Your Profile Picture](#)
- [Adding or Editing Your Affiliation](#)

Source: <http://support.academia.edu/>



Academia.edu  
follow research

## Step 4: Add your research interests

The research interests that you attach to your paper allow your it to be shown outside of your profile. Your paper will appear in any searches for that particular research interest in the "documents" section (more about this [here](#)), and may appear in the newsfeeds of other users who share the research interests you have tagged. The research interests you attach to your paper can be viewed on your profile by selecting "More" under the title of your paper. There, you'll see the first three or four research interests attached to your paper.



Source: <http://support.academia.edu/customer/en/portal/articles/2250602-editing-your-research-interests>

# Step 5: Connect with your colleagues

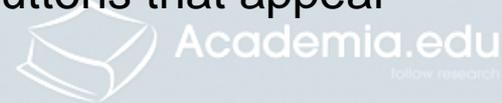
## What does following mean?

Following another person means that you'll see updates from them on your newsfeed. For example, you may see the papers that they bookmark, when they upload new papers or drafts, or the comments they make on any sessions they're a part of.

## How do I follow another user?

To follow an Academia.edu user, click the green **Follow** button at the top of their profile page.

You'll be able to find more people similar to this user if you connect your site to Google or Facebook. You can do that easily by clicking the buttons that appear after you've clicked "follow," if you're not already connected.



Source: <http://support.academia.edu/customer/en/portal/articles/1388736-following-and-unfollowing-other-researchers>

# Step 6: Academia Analytics

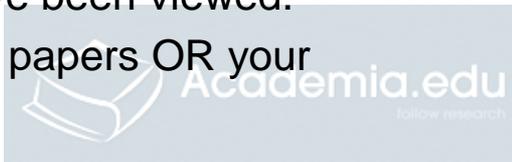
You can view an extraordinary amount of information about how students, researchers, and academics view your profile and your papers by reviewing your Academia analytics.

You can view the analytics associated with your account for the past 30 days or the past 60 days. You can also [export your data as a CSV](#).

The top of your analytics page will display an overview of users who have viewed your profile and papers.

Paper views indicate the amount of times all of your papers have been viewed.

Unique visitors is how many individual people have visited your papers OR your profile.



Source: <http://support.academia.edu/customer/en/portal/articles/2313235-analytics-overview>

# Academic Social Networking

12 October 2015

ACADEMIA

Search...



HOME

ANALYTICS

SESSIONS

UPLOAD



Nader Ale Ebrahim نادر آل ابراهيم

University of Malaya, Malaysia, Department of Engineering Design & ... | Collaborative Systems +56

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Research Support Unit, Cen... [more](#)

1816 Followers | 799 Following | 10 Co-authors | 30,829 Total Views | top 1%

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# Academic Social Networking

30 May 2017



Nader Ale Ebrahim نادر آل ابراهيم

[Preview Your Personal Website](#)

1.4 | University of Malaya, Malaysia, Department of Engineering Design & ... | Collaborative Systems +56

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree in Technology Management from Faculty of Engineering, U... [more](#)

3,459 Followers | 1,742 Following | 22 Co-authors | 40,586 Total Views | top 0.5%

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CV

12

ALL 136 PAPERS 77 TEACHING DOCUMENTS 18 CONFERENCE PRESENTATIONS

## PAPERS

Upgrade to Pre



### The Rise of Alternative Metrics (Altmetrics) for Research Impact Measurement

By Nader Ale Ebrahim نادر آل ابراهيم and Yiibonn Bong

Download | 75 | top 2% | More | Edit | View Impact | Readers 17

# LinkedIn for researchers

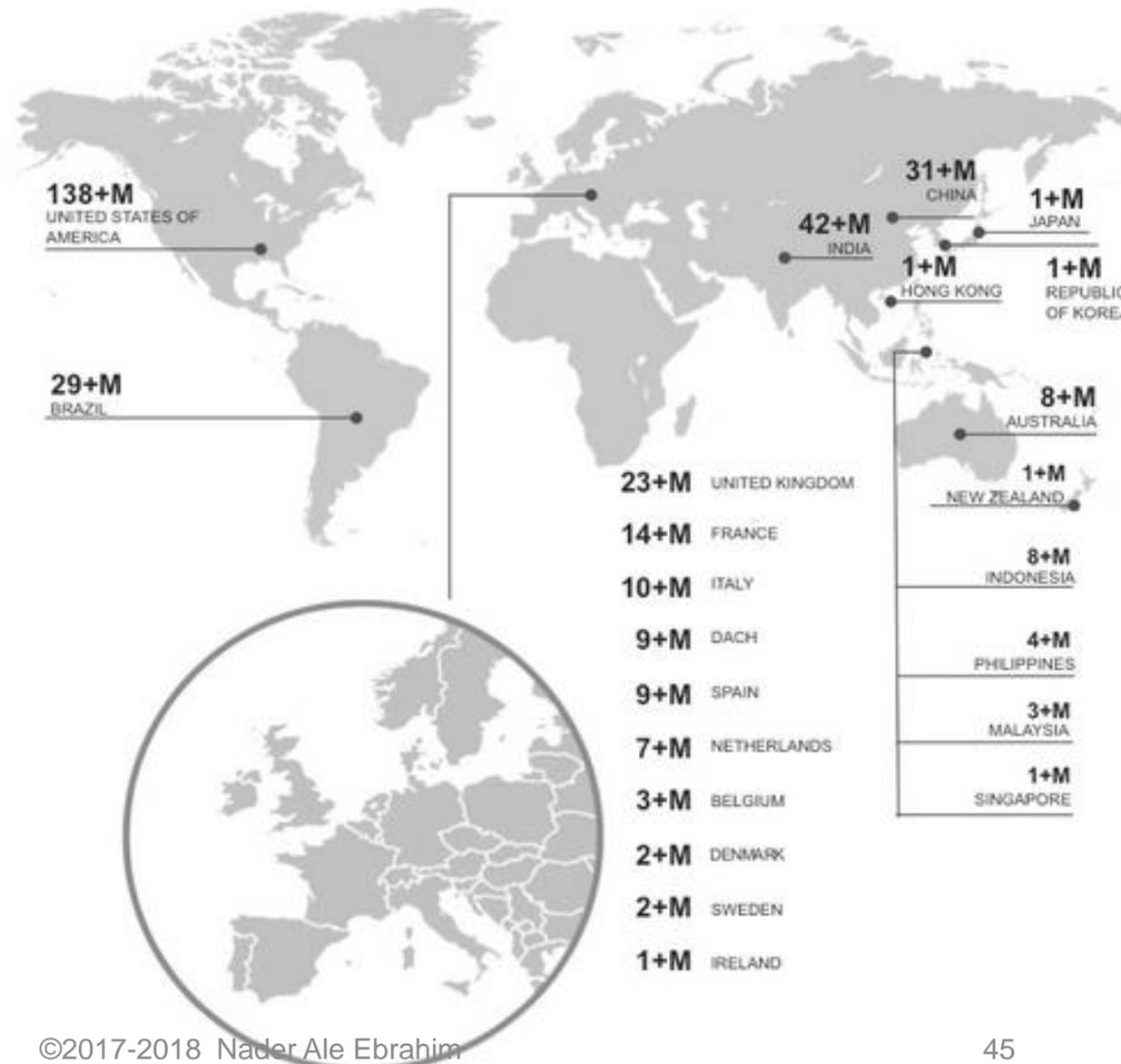
- **What is LinkedIn?**

LinkedIn ( [www.linkedin.com/](http://www.linkedin.com/) ) is a professional networking site. It allows you to create a profile that summarises your professional expertise and accomplishments. It helps to set up connections with other professionals, and the network grows with time. The network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts.

# Why LinkedIn?

- The world's largest professional network
- Collaboration opportunities
- Share your research findings
- Extend connections
- Group discussions

**500,000,000+**  
REGISTERED MEMBERS



# Promoting your Research

UTS Staff directory Campus maps Newsroom What's on Search Library Website...

UTS: Library Find Facilities Borrow Research Learning UTS ePress Open Access About Us Help

Search | books, journals and subject resources

Home > Research > Promoting your Research

## Promoting your Research

In this competitive environment, there are many tools and strategies researchers can adopt to promote their research and interact with scholarly communities around the world.

Many researchers are recognising the rapidly evolving role of social media in academic communication. Social media gives researchers a way to instantly connect and engage with communities around the world.

[expand all](#)

- ▶ [Blogging](#)
- ▶ [Twitter](#)
- ▼ [Social Networking sites: Academia.edu, Research Gate, Mendeley and LinkedIn](#)

There are several social networking sites specifically designed for academics or industry professionals. These sites allow you to share your experience, link to your papers, keep a CV and find and follow your peers. Creating profiles on one or more of these sites make you and your research more findable, particularly if you don't have an official staff profile at UTS (e.g. casuals and PhD students).

**Research** [Log in](#)

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- ▶ [Data Management](#)
- ▶ [Finding and Managing Information](#)
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- [Measuring Research Impact](#)
- ▼ [Promoting your Research](#)
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# LinkedIn: Quick Tips on How to Promote Your Book

ELSEVIER SciTech Connect

Subjects Resources Events Contact Store

## LinkedIn: Quick Tips on How to Promote Your Book

In a [previous post](#), we detailed how to register for, setup and create a LinkedIn account and profile. Now that you've completed your profile, it's time to expand your LinkedIn presence and start networking. Use the following quick tips to leverage your LinkedIn profile to give your book additional attention.



### Ready, Set – Network

Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

Source: <http://scitechconnect.elsevier.com/resources/author-connect/linkedin-quick-tips-promote-book/>

# The effective use of LinkedIn by Sheffield Hallam University staff and students

## Connected U



### Case Studies

These Connected U case studies about the use of LinkedIn confirm the importance of developing and maintaining an online profile for student employability and for academic professional presence. 16 written case studies and 12 video case studies were produced. Each tell a story and contain guidance based upon a range of experiences in using and promoting the use of LinkedIn. This [overview of case studies](#) introduces the respondents and summarises the main conclusions.

18/05/2015

Who's viewed your profile

Who's viewed your posts

How you rank for profile views



You rank in the **top 2%** for profile views among your connections.

**#68** out of 3,760

▲ **2%** in the last 30 days

20/05/2016

Who's viewed your profile

Who's viewed your posts

How you rank for profile views



You rank in the **top 1%** for profile views at University of Malaya.

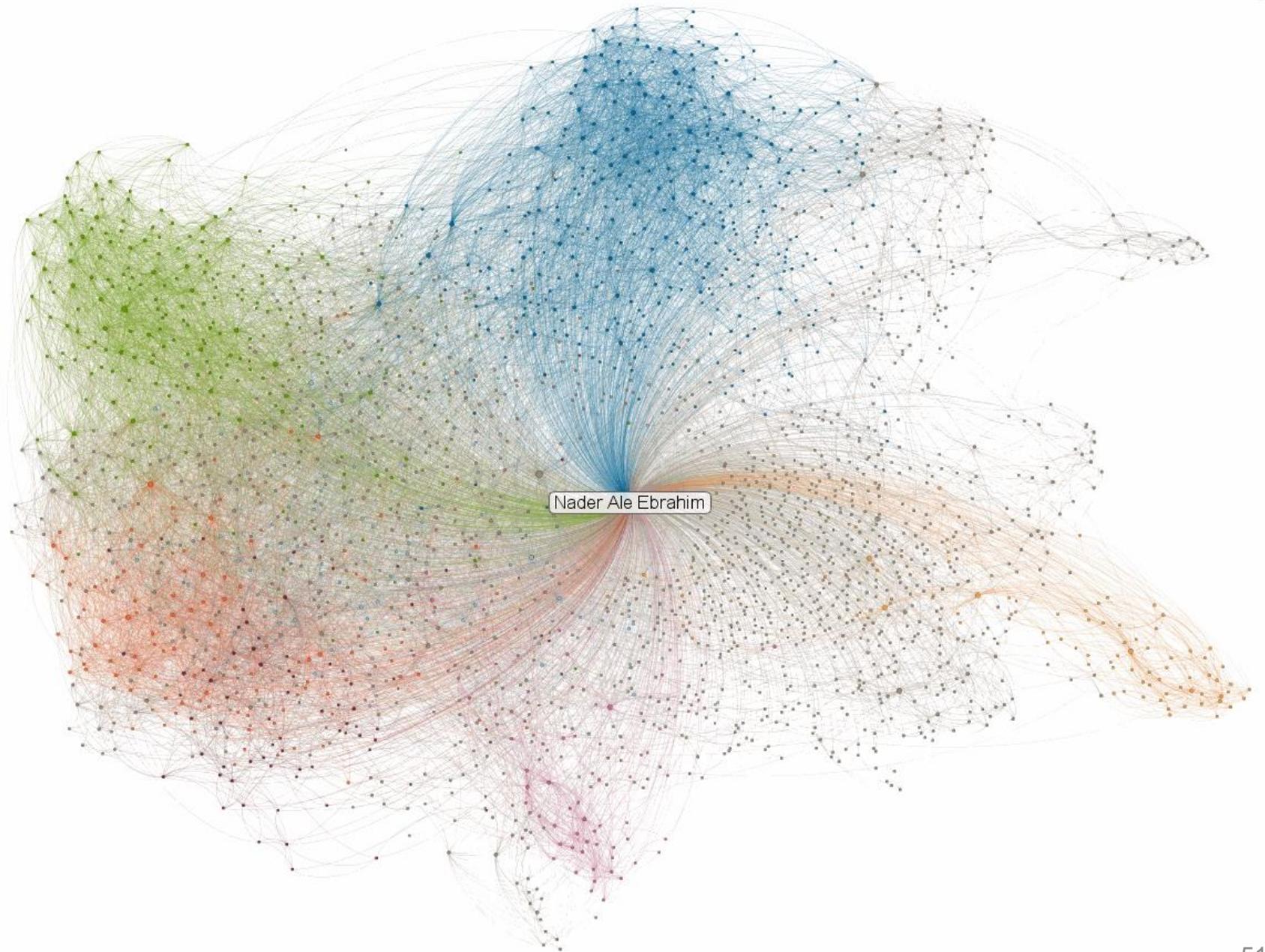
**#3** out of 4,223

Your rank has held steady in the last 7 days

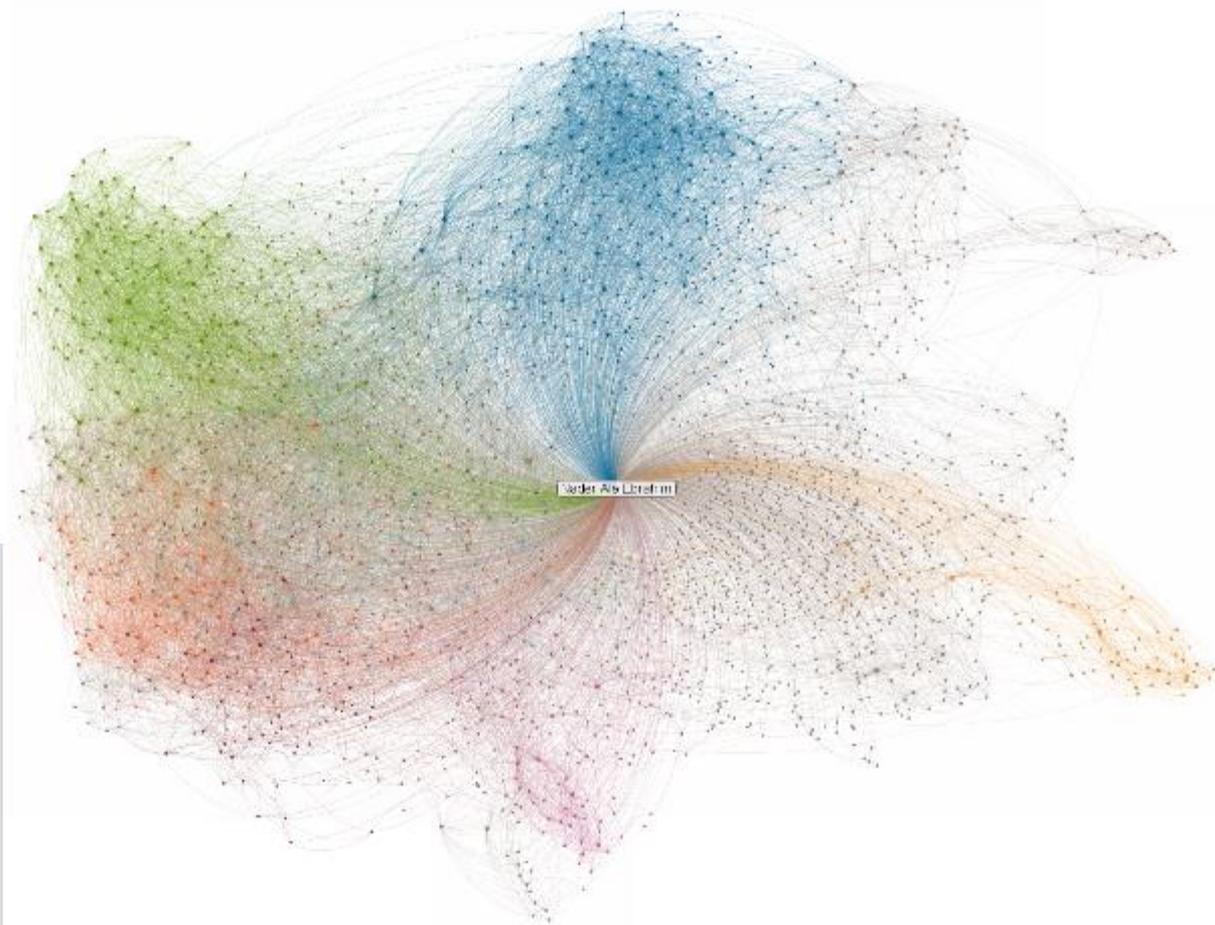
 Your connections  
4,997 members

 Your company  
4,223 members

 Professionals like you



# Nader Ale Ebrahim's LinkedIn Map



- Label your  
Professional Networks
- Virtual Teams
  - Research Tools
  - Improve Citations
  - Technology Managemem
  - R&D
  - H-index
  - Research Tools Box
  - Publication Marketing

**Nader Ale Ebrahim, PhD, MSc Mech., BSc Mech.**  
 Research Fellow, Founder of "Research Tools",  
 Technology Management Consultant, Virtual Teams expert  
 Kuala Lumpur, Malaysia | Automotive

**Current** Research Support Unit, Centre of Research Services, IPPP, University of Malaya

**Previous** Independent Researcher, University of Malaya, United Kingdom - Malaysia - Ireland Engineering Science Conference 2011 (UMIES 2011)

**Education** Universiti Malaya

[Edit](#) **500+**  
connections

[my.linkedin.com/pub/nader-ale-ebrahim-phd-m-sc-mech-b-sc-mech/12/427/648/](https://my.linkedin.com/pub/nader-ale-ebrahim-phd-m-sc-mech-b-sc-mech/12/427/648/) [Contact Info](#)

Your Articles & Activity

6,878 followers

**Open Access Repositories**



**Nader Ale Ebrahim** PhD  
 Visiting Research Fellow  
 Centre for Research Services  
 Institute of Management and Research Services  
 University of Malaya, Kuala Lumpur, Malaysia  
[alebrahim@um.edu.my](mailto:alebrahim@um.edu.my)

**Improving Research Visibility Part 4: Open Access Repositories**  
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# How to promote your work through LinkedIn

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## How to promote your work through LinkedIn

Posted in [Discover the Future of Research](#) on May 1, 2014 3:00:06 AM



Image courtesy of Forbes



**Meredith Katz**  
Author Marketing, Wiley

2013 marked professional networking site LinkedIn's ten year anniversary. By the end of its first decade, the company netted 225 million members, with a growth rate of over two members per second. <sup>[1]</sup> Now with 277 million members, LinkedIn has the largest number of users of any online professional network in the world. <sup>[2]</sup> "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today," according to Forbes. <sup>[3]</sup> "I'm often asked, 'How important is it for those already near the top of their careers to be utilizing resource tools such as LinkedIn?' Most times, these questions come out of not fully understanding what you can do with a LinkedIn account and profile," says career coach John Crant of SelfRecruiter.com <sup>[4]</sup>

So, how can you harness LinkedIn's vast audience and successfully showcase and disseminate your published content?

**Utilize your strongest promotional tool on LinkedIn - your profile.** Make your profile a positive tool in promoting the circulation of your published content:

Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

# Make your profile a positive tool in promoting the circulation of your published content:

- 
- Tell your entire story**
  - Frame your profile**
  - Make it powerful and concise**
  - Be public**
  - Highlight your work**
  - Showcase your honors and awards**
  - Add images, videos, presentations, and documents**

Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

# Edit Your profile

**in** Search for people, jobs, companies, and more... Advanced 999+ 5 6

Home Profile My Network Jobs Interests Business Services Try Premium for free

## Nader Ale Ebrahim, PhD

Research Fellow, Creator of "Research Tools",  
Technology Management Consultant, Virtual Teams  
expert

Kuala Lumpur, Malaysia | Automotive

**Change photo**

**View profile as** 500+ connections

### Profile Strength

All-Star

### Ads You May Be Interested In

**Returning to the UK?**  
Appley Associates work with expats to prepare you for a return to the UK

**Be a Sales Hero**  
Become a customer Expert using SugarCRM

# Add a link - Supported Providers

- Presentations and Documents:
  - Prezi
  - Scribd
  - SlideShare
- Video Providers:
  - TED
  - Vimeo
  - YouTube
  - .....

# Build your following

- Let's say you've just queued up a bunch of awesome LinkedIn status updates. That's great. But who's going to see them? Now you need some connections. A lot of connections.
- But you don't want just any connections. You want the people who are your ideal readers – your ideal clients, or customers, or peers.

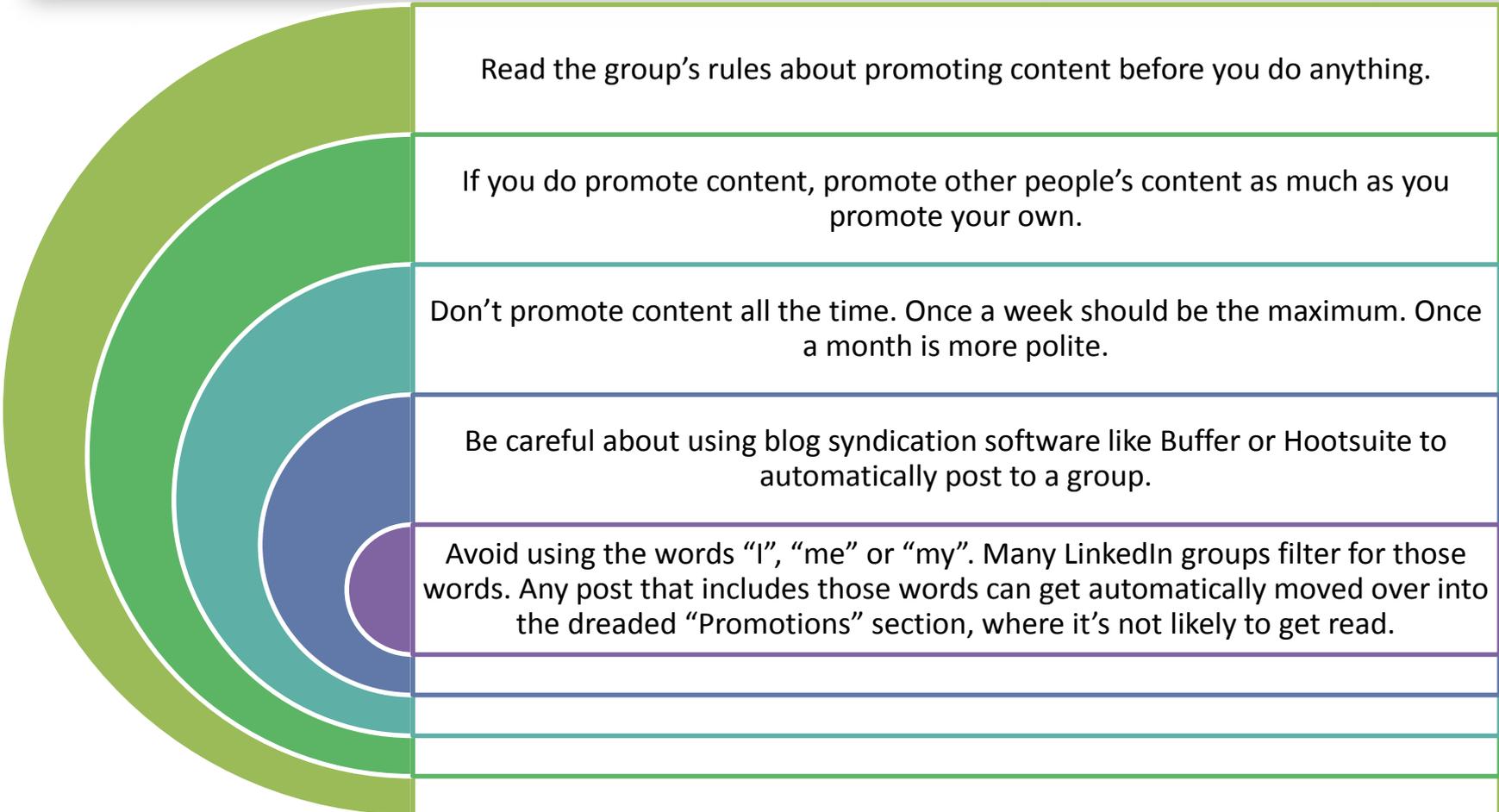
Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

# Ready, Set – Network

- Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

# Use Groups-

LinkedIn Groups are a content promotion candystore



Read the group's rules about promoting content before you do anything.

If you do promote content, promote other people's content as much as you promote your own.

Don't promote content all the time. Once a week should be the maximum. Once a month is more polite.

Be careful about using blog syndication software like Buffer or Hootsuite to automatically post to a group.

Avoid using the words "I", "me" or "my". Many LinkedIn groups filter for those words. Any post that includes those words can get automatically moved over into the dreaded "Promotions" section, where it's not likely to get read.

Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

# Use LinkedIn's Publishing Platform

“ Share an update

 Upload a photo

 [Write an article](#)

 PUBLISHING

More ▾

Publish

Normal ▾ | **B** *I* U | ☰ ☰ | “ ” 🔗



## Headline

# Add content to your publications list

- LinkedIn actually gives us a whole section in our profiles for content promotion. Every headline of a publication can be hyperlinked, so you can even include a call to action to prompt people to click through.

Publications + Add publication ↑

**Title \***

**Publication/Publisher**

**Publication Date**

Month...  Day...  Year...

**Publication URL**

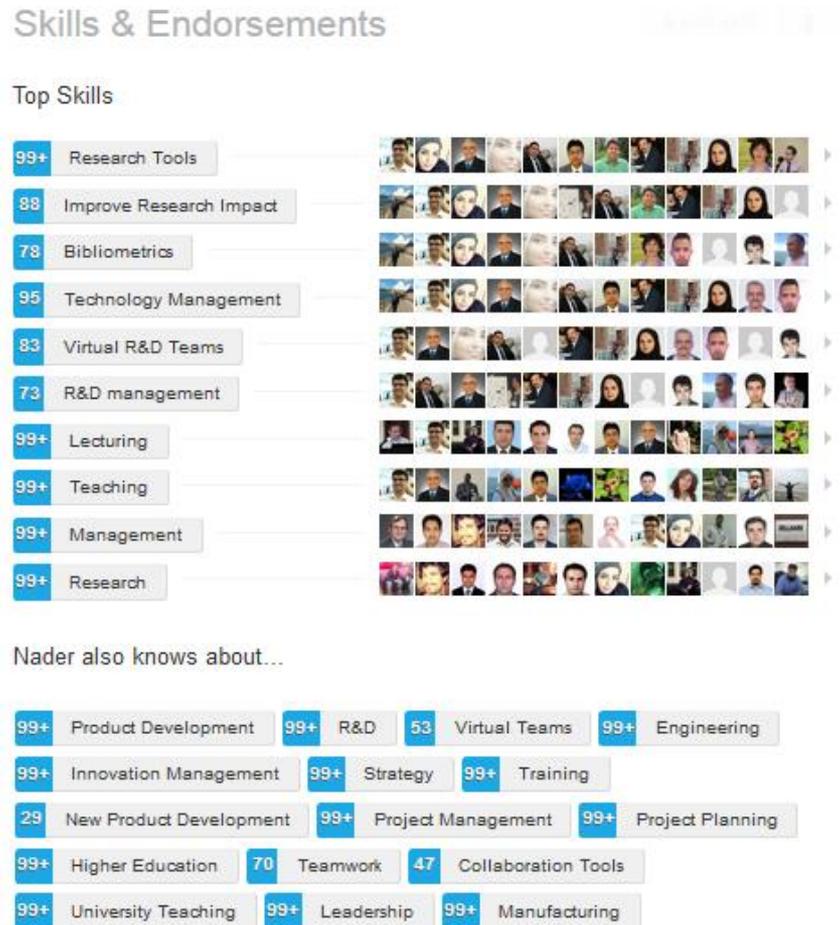
**Author(s)**

 Nader Ale Ebrahim, PhD + Add another author

©2017-2018 Nader Ale Ebrahim

Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

# Get endorsed for your skills



Source: <http://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.asp>



# Thank you!

Because of your contributions, we've  
reached 1 million posters on LinkedIn.

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members like you and their successes.

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# 7 tips to supercharge your academic LinkedIn profile

Impactstory blog

Home

Open science & research metrics news from the Impactstory team

## 7 tips to supercharge your academic LinkedIn profile

☰ Like 1.9 million other academics, you've got a [LinkedIn](#) profile. Along with the rest of us, you set it up to improve your visibility and to network with other researchers.

Well, we've got some bad news for you: your LinkedIn profile probably isn't doing either of those things right now. Or at least, not very well.

The problem is that LinkedIn is built for businesspeople, not scientists; it's tough to translate the traditional scholarly CV into the

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Source: <http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/>

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First online: 09 September 2015

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Mohammad Reza Maghami, Shahin Ebrahim, Chandima Gomes

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Teheran University of Medical Sciences  
jp.tums.ac.ir | ijph@tums.ac.ir

## Cancer: a Quantitative and

Mediterranean Journal of Social Sciences

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Home > Vol 8, No 2 (2017) > Muhammad

### Impact of Article Page Related Fields: A Study

Abubakar AHMED, Mastura

ABSTRACT

### The Rise of "Trade Liberalization": Bibliometric Analysis of Trade Liberalization Study

Murtala Muhammad, Abubakar Ahmed, Gold Kafilah Lola, Usman Mikail Usman, Nader Ale Ebrahim

Abstract

The purpose of this research is to assess the universal scientific trends and examine the patterns in the intellectual research published on trade liberalization over a period of 35 years (1980-2015). The data were collected from a leading indexing and abstracting database Thomson Reuters Web of Science. The Kruskal-Wallis test, ANOVA and Pearson's correlation were employed in analyzing the retrieved data. Based on the citation trend of first 100 highly cited published articles with the least number of authors are found to have received the highest number of citations. Our result shows that there is actual statistical significance ( $p < 0.001$ ) between the total citations attracted by articles published by 1 author and those published by 3 and 4 authors. The word trade liberalization has become dominant and consistent in the field of the study. These research trend and interest could provide focus to researchers for future research.

by irregular cell of cells, leading to are increasingly study

A. Fetraty, Amir Pezeshkan

A BIBLIOMETRIC ANALYSIS ON "FERTILIT RESEARCH TRENDS"

Shalini Nagaratnam, Nader Ale Ebrahim, Muzafar Shah Habibullah

ABSTRACT

All

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View Article

# Questions?



E-mail: [aleebrahim@um.edu.my](mailto:aleebrahim@um.edu.my)



Twitter: [@aleebrahim](https://twitter.com/aleebrahim)



[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)

<http://scholar.google.com/citations>

**Nader Ale Ebrahim, PhD**

=====  
Centre for Research Services  
Institute of Management and Research Services  
University of Malaya, Kuala Lumpur, Malaysia

[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)

<http://scholar.google.com/citations>



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1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. "[Optimize Your Article for Search Engine](#)." *University of Malaya Research Bulletin* 2.1 (2014): 38-39
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4. Thelwall, M. and Kousha, K. (2015), ResearchGate: Disseminating, communicating, and measuring Scholarship?. *Journal of the Association for Information Science and Technology*, 66: 876–889. doi: 10.1002/asi.23236
5. Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. *EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress*.. doi:10.13140/RG.2.1.4814.4402

## My recent publication:

1. Muhammad, M., Ahmed, A., Lola, G. K., Mikail Usman, U., & Ale Ebrahim, N. (2017). The Rise of "Trade Liberalization": Bibliometric Analysis of Trade Liberalization Study. *Mediterranean Journal of Social Sciences*, 8(2), 97-104. <http://ssrn.com/abstract=2928551>
2. Bong, Yiibonn and Ale Ebrahim, Nader, Increasing Visibility and Enhancing Impact of Research (April 24, 2017). *Asia Research News* 2017. Available at SSRN: <https://ssrn.com/abstract=2959952>
3. Bong, Yiibonn and Ale Ebrahim, Nader, The Rise of Alternative Metrics (Altmetrics) for Research Impact Measurement (April 3, 2017). *Asia Research News* 2017. Available at SSRN: <https://ssrn.com/abstract=2945838>

## My recent presentations:

1. Ale Ebrahim, Nader (2017): Improving Research Visibility Part 5: Blogging and Online Magazines. <https://doi.org/10.6084/m9.figshare.5035244.v1>
2. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 4: Paper submission & dissemination. <https://doi.org/10.6084/m9.figshare.5028152.v1>
3. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 3: Writing Literature Review. <https://doi.org/10.6084/m9.figshare.5028140.v1>
4. Ale Ebrahim, Nader (2017): Improving Research Visibility Part 4: Open Access Repositories. <https://doi.org/10.6084/m9.figshare.5010749.v1>
5. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 2: Finding proper articles. <https://doi.org/10.6084/m9.figshare.5005421.v1>
6. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 1: Systematic Review. <https://doi.org/10.6084/m9.figshare.5005412.v1>