

STAY ENGAGED

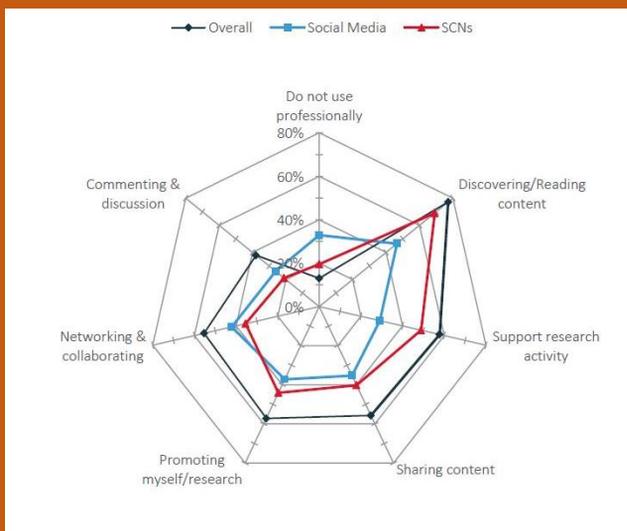
to increase visibility of your work



Background

- With the world's renowned research country, the UK, leading the notion of supplementing research work with impact evidence in the 2014 Research Evaluation Framework (REF2014), countries like Australia, Canada and Hong Kong have, ever since, joined the bandwagon. [Source](#)
- In the pool of 2.5 million and more annual scientific article publications, researchers are urged to engage with effective means to get their work recognised and impact maximised. [Source](#)
- A substantial upsurge in scholarly article mentions in social media, complemented with the availability of altmetrics data to track online activities pertaining the articles, makes it a viable impact evidence monitor. [Source](#)

In 2017, Springer Nature conducted a study to understand the significance of social media and scholarly communication networks (SCNs) in context of research activity support. The diagram below summarises the concentrated use of social media/SCNs as tools to promote research discovery, networking and collaboration, and other research outreach activities.



Case study of
Research Visibility
by ies Research Consulting

“The ability to build networks of social media followers has helped foster communication and collaboration between scientists regardless of their geographical location.”

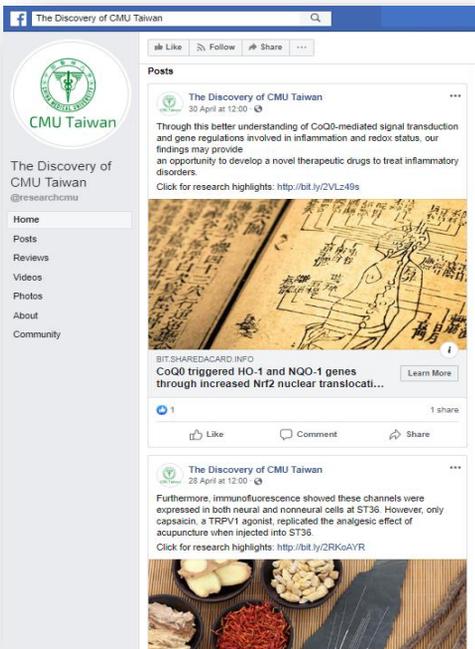
Social Media for Scientist, Nature Cell Biology, Vol. 20, dated December 2018

Examples of Modern Research Engagement Platforms



In 2008, the University of Queensland (UQ) initiated the Three Minute Thesis (3MT) competition to cultivate students' research communication skills. Students were required to master the skills of presentation to effectively convey the significance of their scholarly work to a wide range of audience. The testimonials of the participants from all over the world gravitates towards the magnitude of attention their research work has received as well as the doors of opportunities it has opened for further networking and collaboration beyond their fields.

Source : The University of Queensland Australian, Three Minute Thesis, <https://threeminutethesis.uq.edu.au/>



An example of social media outreach is the Chinese Medical University (CMU) of Taiwan utilising Facebook page to share the institute's distinguished discoveries in Chinese Traditional Medicine to the world. With the aid of visual enhancement, comprehensible plain language summary and video abstract, their research is now able to reach and benefit wider audience. The Kudos analysis of article engagement proved an average increase of 164% over the course of four months after kickstarting the Facebook page, corroborating social media as a veritable tool to improve research visibility.

Source : The Discovery of CMU Taiwan, Facebook, <https://www.facebook.com/researchcmu/>

ResearchVisibility 2019.3 by

ies Research Consulting that provides research services for better engagement and impact to accelerate your research collaboration and visibility



<http://ies.igroupnet.com>