

Turning Bright Ideas Into Research Careers



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The business of research has its own rules and strategies – just like any game!



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distinction  
fame standing  
**name**  
visibility  
rank status  
authority prestige author  
reputation  
brand

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But I'm really smart - and I have lots of bright ideas!

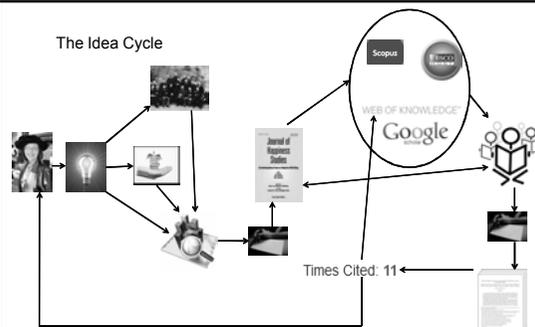


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The Idea Cycle



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To become public research an idea must

- Be original
- Address an existing research question or cast new light on an area that other researchers are interested in
- Attract the interest of an editor or publisher and satisfy the peer review process
- Appear "in print" in order to be available for scrutiny by fellow researchers

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### And then ...

- It needs to be read by as many researchers in the field as possible
- Subsequent citation is an indicator that it has been taken seriously and is often used as a marker of the significance of the work
- The research conversation takes the form of publication and citation

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### But how do I know if my idea is original and significant?

- You need to keep on top of your field – turn the database searches you did at the start of your work into a series of search alerts that will keep sending you links to new work published on your topic
- What direction are things heading? Is there anything you know that they don't? Is there something in your research that is relevant to current topics of interest?

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### And ...

- Scan newsletters and other publications in your field
- What is happening at conferences?
- Are there discussion lists, blogs and other web resources in your area?
- Check out the Scholarly Societies Project
- Search both Google and Google Scholar and create email alerts

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### Don't ever stop scanning the horizon

- Keep lists of keywords and use them in your database and Google searches
- Build up an EndNote Library of useful documents
- Get to know the people in your field – who are the most prolific and highly-cited authors, which are the most important institutions, which are the top journals?
- Keep an eye out for new books on your topic

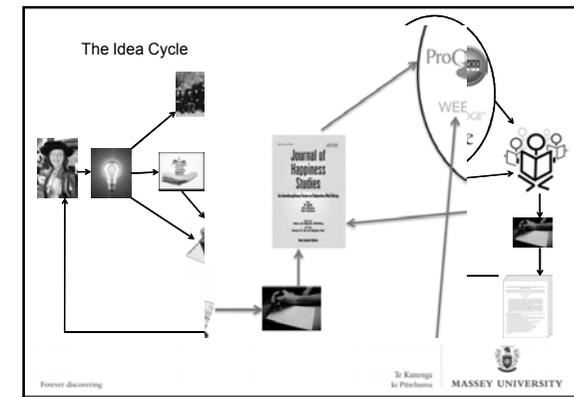
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### Use a database search to identify key authors, institutions and journals

#### Nicotine replacement therapy in smoking cessation

Author Name	(#)				(#)
West, R.	(20) >		Nicotine and Tobacco Research		(22) >
McEwen, A.	(12) >		Addiction		(21) >
McRobbie, H.	(10) >	UCL	Tobacco Control		(8) >
Cummings, K.M.	(8) >	Barts and The London Queen Mary's School of Medicine and Dentistry	Addictive Behaviors		(6) >
Hasek, P.	(7) >	Roswell Park Cancer Institute	BMJ Public Health		(5) >
		University of Nottingham			
		St George's Hospital, London			

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## Choosing your journal

- You only get the chance to publish this piece of work once!
- Choosing the right journal will maximise the number of readers of your work
- And influence how they view it
- Try to find a mainstream journal in your subject area and make sure that its articles are regularly cited

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## Some journals just don't get much action

### Journal for Global Business Advancement

A tip – do a Google Scholar Advanced Search for the journal. Do its articles get cited?

**Author** Return articles written by  e.g. "O'Hagan" or McCarthy  
**Publication** Return articles published in  Journal for Global Business Adv.  
e.g. J Biol Chem or Nature  
**Date** Return articles published between  and   
e.g. 1990

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## Some questions

- Does this journal come from a recognised publisher or scholarly society?
- Is it what it says it is?
- Does it have an issn?
- Do known scholars in your field publish in it?
- Does it appear in the major databases in your field?
- Who is on the Editorial Board? Are they known scholars?
- Will the journal put your work through a proper peer review process?

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## Making your work visible and accessible

- Identify what is unique and original about your work
- Identify the main ideas in your article
- Your title should express each of these main ideas and give information searchers a reason to click on it
- Use plenty of synonyms in your abstract and keywords
- Make yourself a big target!



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## Some titles just don't work!

- An article in *Computer Aided Chemical Engineering* - CAPE tools in biotechnology: why, when, what, who, which ones and where?
- This article is about teaching teamwork, cooperation, planning, decision making, problem-solving and communication skills to biotechnology students
- Which words in the title tell us this?

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## After you have published

- Set up a citation alert on your article to be notified when it is cited
- Who cited you and why?
- What did they say?
- Don't be discouraged if you are not cited but think about how you might do it better next time

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## Citation alerts can keep you in the research conversation

### Cited by since 1996

This article has been cited 0 times in Scopus.

Inform me when this document is cited in Scopus:

Set alert | Set feed

Times Cited: 0

This article has been cited 0 times in Web of Knowledge.

Create Citation Alert

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## And a final tip ...

- Who would you like to be cited by?
- Have you cited their work?



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