

# Early Careers, Learned Societies, Publishing and Impact

Sally Hardy  
Regional Studies Association  
[sally.hardy@regionalstudies.org](mailto:sally.hardy@regionalstudies.org)

Publish or Perish no longer...  
Now it's –

- Be discoverable or die
- Be visible or vanish
- Be cited or suffer



Two elements:

- 1. Making freely available online to read**
- 2. Making content reusable by third parties with little or no restrictions**

### Gold Open Access

Publication of the final article (Version of Record) Article is made freely available online (often after payment of an article publishing charge (APC)).

### Green Open Access

Usually refers to archiving/deposit of an (earlier version of an) article in a repository



- **Jul 2012** – Research Councils UK (RCUK) / Wellcome Trust (WT) OA policies
- **June 2013** – WT expand OA policy to include monographs
- RCUK mandate in place since April 2013
  - **Gold** preferred, though choice of Gold / Green rests with author / institution
- **Summer 2014**: HEFCE policy from 2016
  - **Green** OA dominates, with Author Manuscript version to be deposited to a repository within 3 months of acceptance (closed deposits made openly available after embargo are acceptable)
- **No firm policy around monographs**

- **Horizon 2020**

- Ca €80 billion in funds; APC funds made available as part of research grant
- **Gold** or **Green** OA with 6 / 12 month embargoes permitted
  - Machine readable articles / related data must be deposited in a repository
  - OA 'strongly encouraged' for monographs, proceedings and grey literature

- Most member states prefer **Green** OA at present except

- UK
- Austria tending towards Gold OA as part of Sales arrangements
- Netherlands a notable exception
  - Sander Dekker, Deputy Minister for Education, Culture and Science advocates for Gold OA in a letter to the Hague (November 2013)

- **Science 2.0 in 2020-30**

- Need for scientists to communicate to a wider audience

**1.5 million articles published** p.a. in around 27,000 peer-reviewed journals

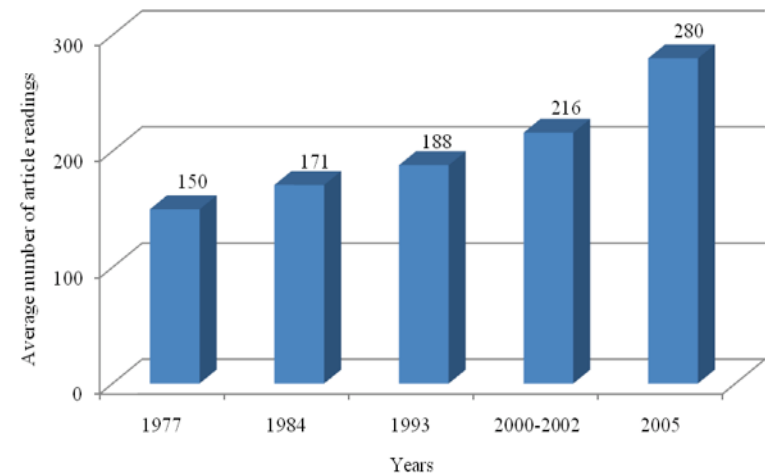
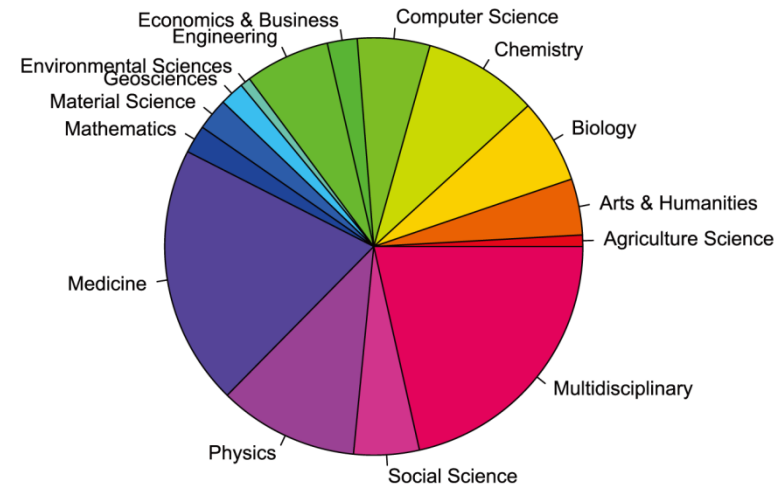
125,000 editors, 350,000 board members, 2.5m referees and **12m authors**

Average US researcher reads 280 articles p.a.

Articles per researcher are down ↘

Authors per article are up ↗

Article numbers are **growing by 3.26%** each year (doubling every 20 years)



ORCID

Connecting Research  
and Researchers

## DISTINGUISH YOURSELF IN THREE EASY STEPS

1

### REGISTER

Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.

2

### ADD YOUR INFO

Enhance your ORCID record with your  
professional information and link to your other  
identifiers (such as Scopus or ResearcherID or  
LinkedIn).

3

### USE YOUR ORCID ID

Include your ORCID identifier on your Webpage,  
when you submit publications, apply for grants, and  
in any research workflow to ensure you get credit  
for your work.

**30% OF AUTHORS WRITE FOR A SPECIFIC JOURNAL  
70% WRITE AND THEN ASK, WHERE SHALL I PUBLISH?**

**MAKE SURE YOU ARE IN THE 30%!!**





## Join the conversation – have something to say

### REMEMBER!

YOU ARE JOINING A CONVERSATION, SO MAKE SURE YOU HAVE SOMETHING “UNIQUE” TO SAY



### BE DISCOVERABLE

- TITLE
- ABSTRACT
- KEYWORDS
- AUTHOR E-PRINTS – USUALLY 50 COPIES
- EMAIL SIGNATURE
- READING LIST – MAKE YOUR ARTICLE STUDENT ESSENTIAL READING
- LIBRARY RECOMMENDATION FOR JOURNAL OR BOOK
- VIDEO ABSTRACT (VIDEO OR VANISH?)

Social media and online sharing – (SEE KUDOS)

### **BUILD YOUR COMMUNITY**

Always give the link to the version of record on the publishers' site so that you capture the download figures

- Facebook, Twitter, LinkedIn, personal wiki page
- Your departmental website
- **Blog** – see TanF guidelines
- Use **academic social networking** sites e.g. academia.edu
- Use **Citeulike** to share your article and reading lists
- Use discussion list

+ Take flyers to hand out at conferences for books and articles

+ Consider press release (often not appropriate)

and **TALK TO YOUR LEARNED SOCIETY AND PUBLISHER**, we want to help!

**Impact Factors continue to be the top benchmark** of an individual journal's success

**BUT, THAT IS CHANGING:**

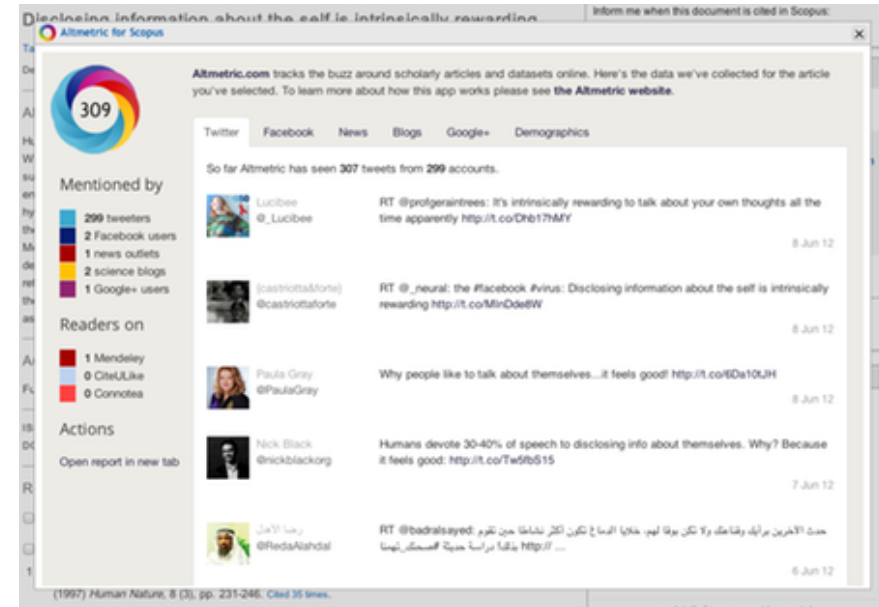
**More metric systems** in the online journals world

**Increasingly, authors will be judged on their own citation rate**



**Altmetric tracks the attention that scholarly articles and datasets receive online, and specifically via:**

- **Social media** like Twitter, Facebook, Google+, Pinterest and blogs
- **Traditional media** - both mainstream (The Guardian, New York Times) and science specific (New Scientist, Scientific American). Many non-english language titles are covered.
- **Online reference managers** like Mendeley and CiteULike





Home About



## Reach further

Kudos helps your published article  
cited

Enter a DOI or author surname to find an article

Find Article

Kudos is currently in a pilot phase for selected AIP Publishing, Royal Society of Chemistry and Taylor & Francis authors.

Support

Authors find and claim articles by searching (for DOI or last name)

### Step 1

**Edit** your article description to explain your work

View details »

### Step 2

**Add** links to videos, images, and data to make your article more useful

View details »

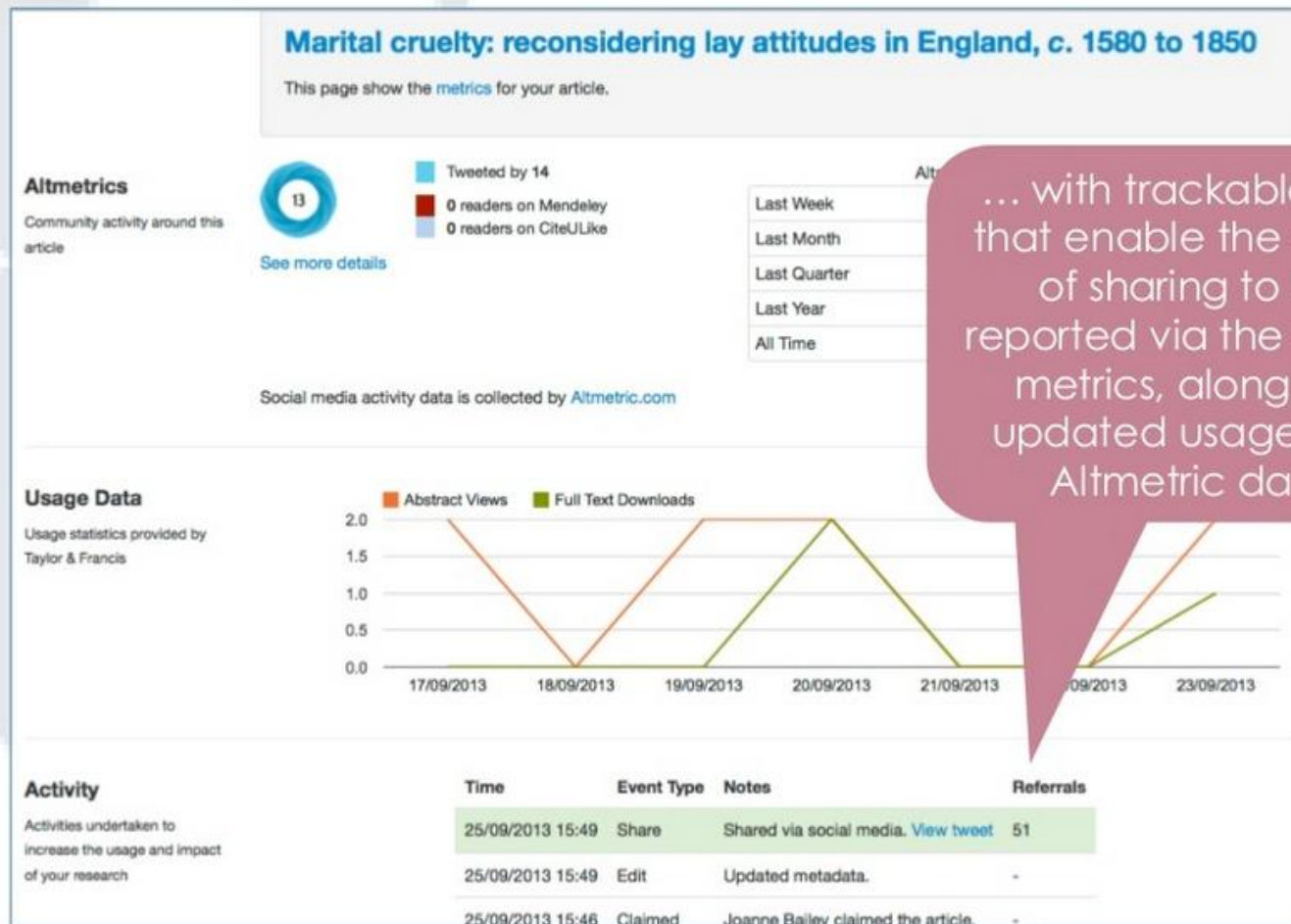
### Step 3

**Share** information about your article to increase its readership

View details »

## Seeing the effect

KUDOS 



... with trackable links that enable the effect of sharing to be reported via the article metrics, alongside updated usage and Altmetric data



The end of the line?

Of course not – see --

- ImpactStory
- JournalGuide
- Portable reviews – Rubriq o Pre-Val
- Crowdsourced reviews emerging like Trip Advisor
- Storify
- Supplementary material for your article – soon on RSA journals with Figshare





Almost 1 year old

Publishers delighted with the launch

Has published

**1 Editorial**

**8 full articles**

**8 Early Career articles**

**2 regional graphics**

**4 comments**

Highest downloaded article **2,569 downloads**

Highest downloaded article with commentaries has had **4,711 downloads**

Average number of downloads is 667 – FAR higher than for the vast majority of hybrid journals

**11 weeks** average time from online submission to publication



Regional Studies  
Regional Science



Regional  
Studies  
Association

ISSN 1234-5678

# Thank you

Sally Hardy  
Regional Studies Association  
[sally.hardy@regionalstudies.org](mailto:sally.hardy@regionalstudies.org)

