

## Doing Quality Research in Digital Environment

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### ABSTRACT

*The number of publications is the first criteria for assessing a researcher output. However, the main quality research measurement for author productivity is the number of citations, and citations are typically related to the paper's visibility. In this paper, the relationship between article visibility and the number of citations is investigated. The scholarly community is turning its attention to the use of social media, channels and other online platforms. Scholars have been increasingly integrating these tools into their everyday work, creating enormous potential to capture the digitally traces of their research. In traditional era the quality of research is measured by various bibliometrics tools like citation analysis, citation Index, impact factors of journals etc.*

**Keywords:** H-index, research tools, increase citations, publication marketing, bibliometrics, improve citations, maximized research visibility, increase research impact

### Introduction

Citation shows that how many times an article has been used by other articles. Citations are applied to measure the importance of information contained in an article (Fooladi et al., 2013). A growing body of literature has examined the impact of social media on views and citations of scholarly articles. Tweets containing a link to an article, or “tweetations” have been shown to predict highly cited articles within the first three days after publication (Eysenbach, 2011). Randomly selected articles that are disseminated via social media (Twitter, Facebook, LinkedIn) are viewed and downloaded more frequently than unselected papers. (Allen, 2013) Thewall et. al. (2013) showed a positive correlation between altmetrics (a measure of citations or mentions in specific social media services) and eventual citations, with the strongest evidence for articles posted on Twitter, Facebook wall posts, and blog entries. In today’s age of Information Technology social media play a vital role in scholarly communication. The scholarly community is turning its attention to the use of social media, channels and other online platforms. Scholars have been increasingly integrating these tools into their everyday work, creating enormous potential to capture the digitally traces of their research. In traditional era the quality of research is measured by various bibliometrics tools like citation analysis, citation Index, impact factors of journals etc.

### Research Quality Impact

Research Quality Impact generally refers to the effect of research on the areas outside and within the academia. It is challenging to comprehensively and accurately measure research impact in larger context, there are some quantitative measures based on citation metrics that are commonly used by the academia as an indicator of the influence for research and

researchers. These citation metrics are useful to researchers to help them identify key publications and key authors in a field. These metrics can also be used to track article impact, journal impact and the author's impact. Article Impact measures impact at the article level. It usually is the number of times a paper is cited by others.

Journal impact measures the average number of articles published and the number of citations the articles received in that journal. It can be used to identify significant journals in a field and it may support publication decisions. The most commonly used metric for measuring a journal is the Impact Factor which is published by Journal Citation Reports (JCR) every year. An author's impact is usually measured by the number of publications the author has authored and the times the author's publications are being cited by other researchers. Another researcher specific metric is the h-index. Both citation counts and h-index can be retrieved by conducting an author search at the citation databases Web of Science and Scopus. Google Scholar also provides author metrics such as citation counts, h-index and i10-index.

Not surprisingly, then, in recent years academics have shown a growing interest in non-traditional ways of evaluating their scholarly 'impact'. Alternative Metrics or Altmetrics are increasingly used to capture and measure online sharing, mentions, views and downloads of scholarly works in social media such as Twitter, Facebook, Google+, blog post and social bookmarks, etc. Compared to the core citation metrics mentioned above, altmetrics is viewed as one of the ways to measure the immediate impact of a work; especially before citation based metrics are available in citation databases.

### Measures to Increase in Research Quality

- Be active on social media like weblog, linkdin, facebook, whatsapp ,mendeley etc.
- Connect with your audience: audience will grow naturally once we begin to engage by writing and doing good research work,
- Curate metadata: Fill in as much information as possible when submitting or uploading metadata, including a descriptive title, abstract, and keywords of interest to your target audience. This makes work discoverable to machines as well as humans.
- Grow online presence: Use a consistent online identity like ORCiD, Scopus Author ID and ResearcherID, Use institution's faculty page also. Academic social networking sites like Academia.edu, ResearchGate, and Mendeley may be useful for connecting with other researchers.
- Keep a record of all outputs: Not everything publishes will have a persistent identifier and our work may end up in multiple locations, so tracking only permanent identifiers will miss some metrics. Keep a private record of everything (e.g. in a spreadsheet) that you can refer back to in the future.
- Make research discoverable: Make our research as widely and openly accessible as possible by humans and machines.
- Make use of identifiers: Prominent examples of such digital identifiers include DOIs (Digital Object Identifiers), PubMed IDs, arXiv IDs and URLs.

- Make use of preprints: use preprint before publishing it and for this in any institutional or subject-specific repositories. This will enable to circulate our ideas more quickly, give us more visibility, and perhaps translate into more citations.
- Note who mentions our work and where: This will give us a glimpse of how our work is being interpreted and used by both academics and the public.
- Publish all research outputs : share all research outputs in places like Slideshare, for slides; Data Dryad, for data; GitHub, for code; The Winnower, for blogs and proposals; or multi-purpose services, such as Figshare or Zenodo, for a range of outputs.
- Publish in open access journals: Publish research in open access (OA) journals, thus making it immediately available to anyone with an internet connection, and removing financial barriers. For this use Directory of Open Access Journals.
- Revisit our work regularly: Use our profiles, and list of identifiers and URLs, to revisit our work periodically. Many publishers now display article-level metrics (including downloads, citations and altmetrics) on a published article's page.
- Search Twitter following publication : Search for the URLs associated with our work on Twitter. It's the social media platform.
- Self archive the research: Most publishers allow self-archiving by default. For this use SHERPA/RoMEO database of journal policies if you are unsure. Post preprints in places such as arXiv, bioRxiv, peerJ PrePrints, Figshare,
- Set up alerts to notify about mentions: set up alerts like Google Alerts and Google Scholar Alerts for receiving an email whenever our articles are cited.
- Set up profiles that track our reach: Set up profiles to nurture online identity and track our work. Both ImpactStory and Google Scholar are handy. Google Scholar will help to find citations to our work on the scholarly web, and ImpactStory will uncover mentions of our work on the social web.
- Speak at conferences and seminar : academic and public speaking engagements  
Social media and online channels expose our work in person.
- Start a conversation with readers by using Google Hangout, duo or a Skype etc.
- Track our reach: Identify to whom your work is reaching, and the places where it is being shared, discussed and cited. This gives us a clearer sense of our audience, enabling to tell richer stories to engage them.
- Write a blog: Blogging platforms like Wordpress.com and google make it quick and easy to get up and running with a blog.
  - Set up a personal domain name by using free web hosting services
  - Share identity with users
- Demonstrating the reach of our work, and by telling rich stories about how our work has impacted others.

**Conclusion:**

Now every day promoting quality research and creating it a lot of accessible is changing into progressively vital in digital era. making analysis more visible will increase the probabilities of it being employed and cited by our peers and therefore the wider analysis community. This successively will facilitate to boost the impact of our analysis and permits to start to make our name as a research worker. each LIS professionals and analysis students ought to understand all the web platform to indicate their analysis work.

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