

TIME FOR BIG IDEAS? RE-THINKING THE FIELD FOR TOMORROW

7 - 10 FEBRUARY 2017 - DUNEDIN, NEW ZEALAND



ONLINE RESEARCH VISIBILITY

Associate Professor Pierre Benckendorff | The University of Queensland

RESEARCHERID



THOMSON REUTERS



ResearchGate



Academia.edu

share research



MENDELEY

publons

ORCID

Connecting Research
and Researchers

Google
Scholar

WHY ONLINE VISIBILITY?

- Impact
- Citations
- Reach different audiences
- Generate media interest
- Improve chances of funding
- Networking / social media



access → downloads → citations → impact

MEASURING IMPACT

- Citation analysis
- Media comment
- Usage (i.e. downloads)
- Adoption of research in practice, government policy, industry etc.
- Repackaging of research for new audiences
- Student learning

How many citations have you had?

CITATION ANALYSIS

- Citation analysis or bibliometrics refers to quantitative analysis of research publications and influence or impact of the research work on others.
- Three major sources of citation data:
 - Web of Science
 - Scopus
 - Google Scholar

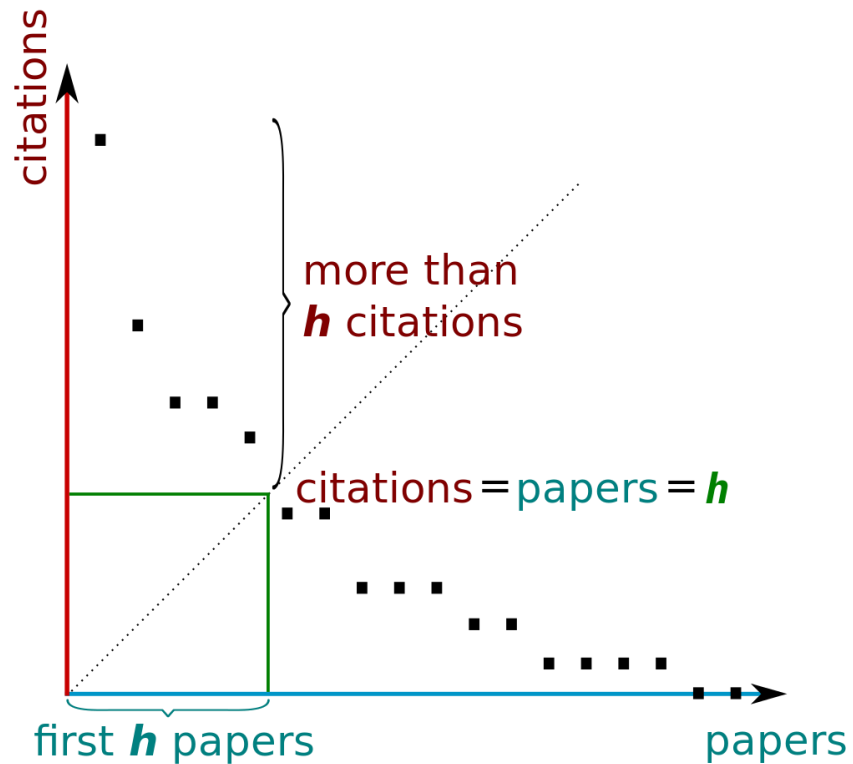
Which one is best?

H-INDEX

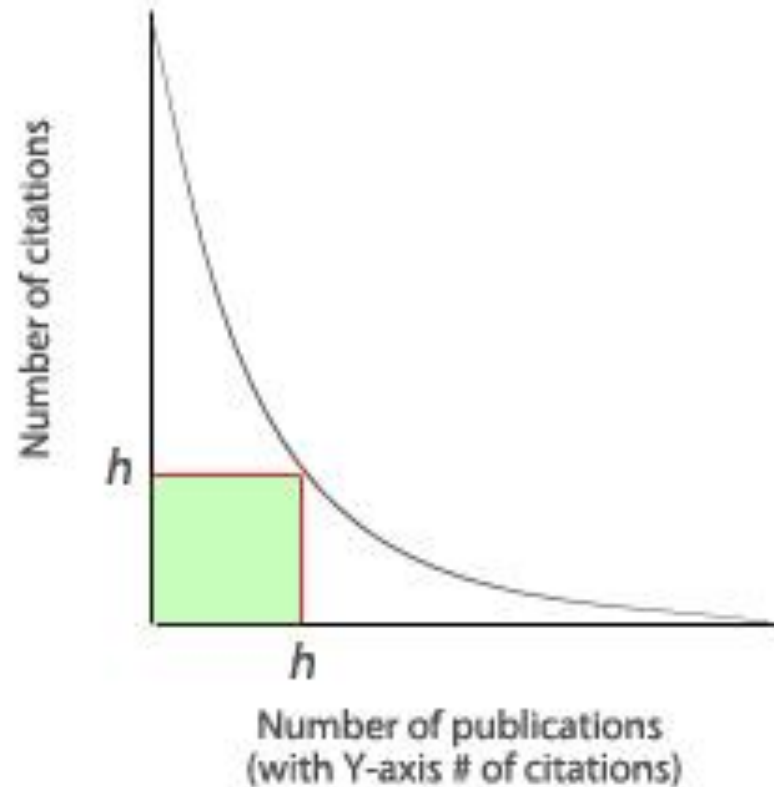
- The most widely used research metric of all.
- Measures both productivity (number of publications) and the impact of the research publications based on the number of times the publication has been cited.
- Available for use on Web of Science, Scopus and Google Scholar

What is your h-index?

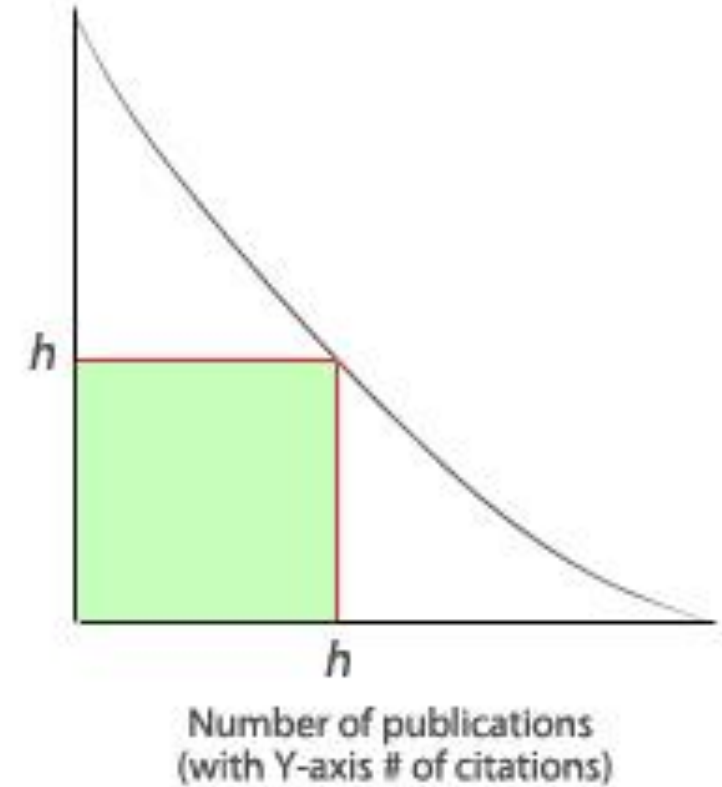
H-INDEX



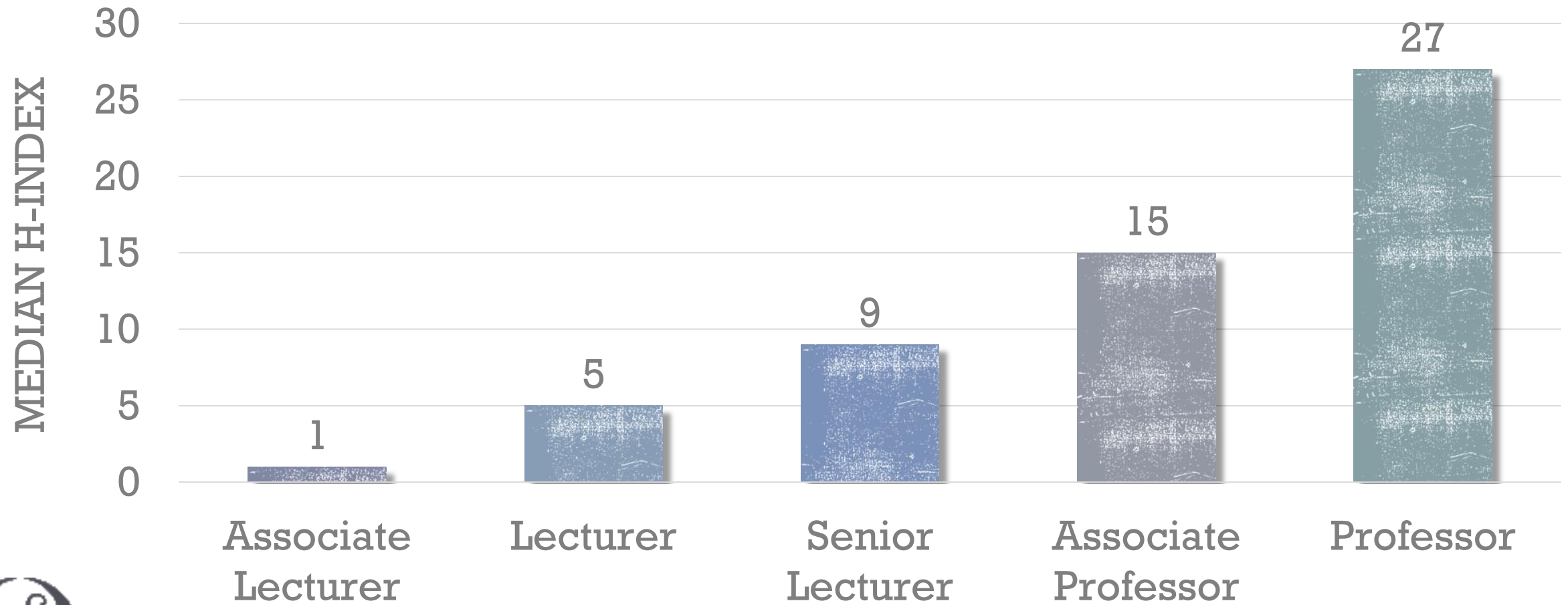
A few highly-cited papers
Lower h-index



Large number of highly-cited papers
Higher h-index



H-INDEX



ONLINE VISIBILITY TOOLS

Author Disambiguation

- ResearcherID (WoS)
- ORCID (Open)

Search Engines

- Google Scholar

Institutional Repositories

- Universities

Social Media

- Researchgate
- Academia.edu
- LinkedIn / Slideshare
- Blogs / microblogs
- YouTube

Review Repositories

- Publons

AUTHOR DISAMBIGUATION

A more illustrative example: **Jens Åge Smærup Sørensen**

- | | | |
|-------------------------|--------------------------|-------------------------------|
| ■ J. Å. S. Sørensen | ■ J. Åge S. Sørensen | ■ J. Åge Smærup Sørensen |
| ■ J. Aa. S. Sørensen | ■ J. Aage S. Sørensen | ■ J. Aage Smaerup Sørensen |
| ■ J. Å. S. Sorensen | ■ J. Åge S. Sorensen | ■ J. Åge Smarup Sorensen |
| ■ J. Aa. S. Sorensen | ■ J. Aage S. Sorensen | ■ J. Aage Smarup Sorensen |
| ■ J. Å. S. Soerensen | ■ J. Åge S. Soerensen | ■ J. Åge Smaerup Soerensen |
| ■ J. Aa. S. Soerensen | ■ J. Aage S. Soerensen | ■ J. Aage Smaerup Soerensen |
| ■ Jens Å. S. Sørensen | ■ Jens Åge S. Sørensen | ■ Jens Åge Smærup Sørensen |
| ■ Jens Aa. S. Sørensen | ■ Jens Aage S. Sørensen | ■ Jens Aage Smaerup Sørensen |
| ■ Jens Å. S. Sorensen | ■ Jens Åge S. Sorensen | ■ Jens Åge Smarup Sorensen |
| ■ Jens Aa. S. Sorensen | ■ Jens Aage S. Sorensen | ■ Jens Aage Smarup Sorensen |
| ■ Jens Å. S. Soerensen | ■ Jens Åge S. Soerensen | ■ Jens Åge Smærup Soerensen |
| ■ Jens Aa. S. Soerensen | ■ Jens Aage S. Soerensen | ■ Jens Aage Smaerup Soerensen |

And on and on it goes ...

WHERE DO I START?

- Endnote database
- ResearcherID (www.researcherid.com)
- ORCID (www.orcid.org)
- Institutional Respository
- Google Scholar Profile (scholar.google.com)
- Researchgate (www.researchgate.net)
- Academia.edu (www.academia.edu)
- LinkedIn (www.linkedin.com)

<http://blog.impactstory.org/>





Pierre J. Benckendorff



The University of Queensland

Tourism, consumer behaviour, tourism education, social media, epistemology

Verified email at uq.edu.au - [Homepage](#)

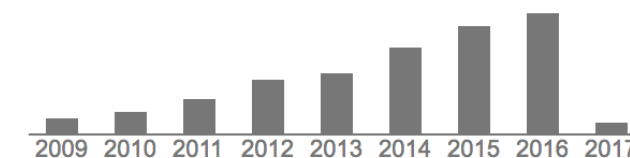
Title	1–20	Cited by	Year
Using brand personality to differentiate regional tourism destinations	L Murphy, G Moscardo, P Benckendorff Journal of travel research 46 (1), 5-14	271	2007
Linking travel motivation, tourist self-image and destination brand personality	L Murphy, P Benckendorff, G Moscardo Journal of travel & tourism marketing 22 (2), 45-59	201	2007
Exploring word-of-mouth influences on travel decisions: friends and relatives vs. other travellers	L Murphy, G Moscardo, P Benckendorff International Journal of Consumer Studies 31 (5), 517-527	139	2007
Destination marketing on the Internet: A case study of Australian Regional Tourism Authorities	PJ Benckendorff, NL Black Journal of Tourism Studies 11 (1), 11	95	2000
Travel and learning: A neglected tourism research area	JH Falk, R Ballantyne, J Packer, P Benckendorff Annals of Tourism Research 39 (2), 908-927	88	2012
A network analysis of tourism research	P Benckendorff, A Zehrer Annals of Tourism Research 43, 121-149	85	2013

Google Scholar



Get my own profile

Citation indices	All	Since 2012
Citations	1821	1444
h-index	20	18
i10-index	32	29



Co-authors [View all...](#)

- Gianna Moscardo
- Paul A. Whitelaw
- Philip Pearce
- Michael J. Gross
- Dianne Dredge
- Daniel R Fesenmaier
- Professor Noel Scott
- Roy Ballantyne
- Jan Packer
- john falk
- Deborah Edwards
- Lisa Ruhanen

WHERE DO I START?

- Import publications from EndNote
- Attach **author** copies to ResearchGate + Academia.edu
- Import contacts from email, social media etc ... build your network of followers
- Add projects and grants
- Link to ResearcherID, ORCID etc.

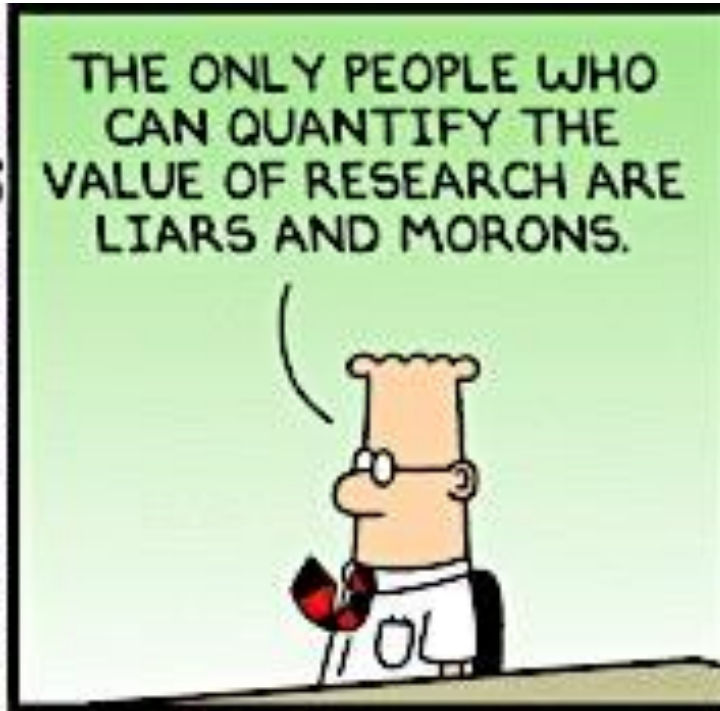
OTHER STRATEGIES

- Open access??
- Avoid poorly indexed journals
- Share publications on social media - join special interest groups
- Share presentations on SlideShare, YouTube etc.
- Get your own blog
- Update your university profile page
- Optimise title, abstract, keywords of papers (i.e. the free stuff)
- Publish good quality work in good journals
- Network offline





Dilbert.com DilbertCartoonist@gmail.com



1-5-10 ©2010 Scott Adams, Inc./Dist. by UFS, Inc.

