Towards Increased Research Citations for Covenant University

By

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The Word of Prophecy

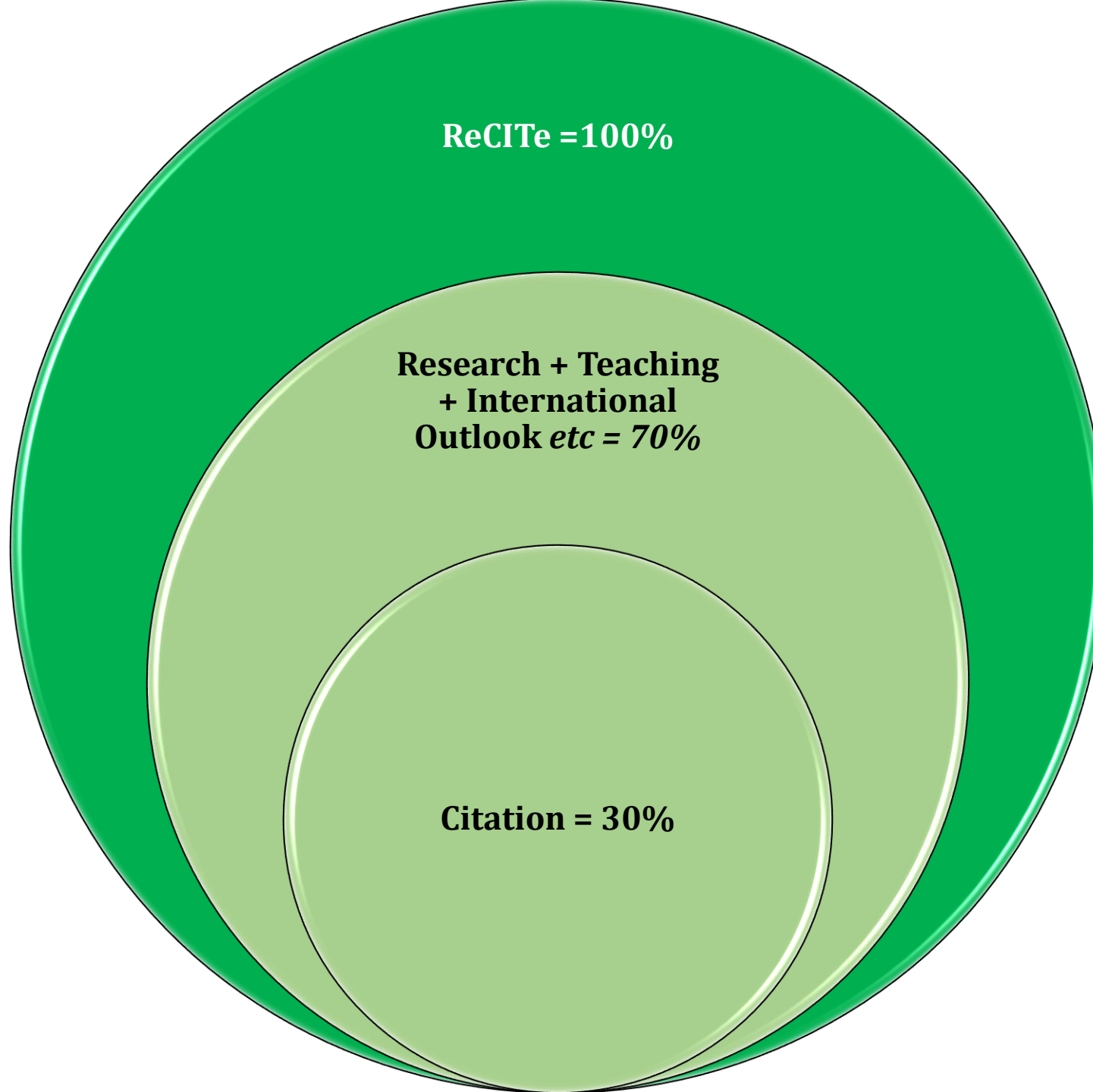*Romans 3:3-4*

*For what if some did not believe? Shall their unbelief make **the faith of God** without effect? God forbid ...*

Management's Vision

To fulfill Vision *10:2022* by *Evolving* a *World-Class Research University*

ReCITe

_Re_search *is our responsibility*

_Ci_**tation** + **_I_**nnovation →
                        Income is the reward

_Te_aching *is our goal*

ASSUMPTION

Vision *10:2022* (*1-of-10-in-10*) is considered fulfilled whenever Covenant attains a Top 10 position in any reputable global academic ranking outlet, irrespective of the ranking methodology.

STRATEGY

- Aim for the Sun and land on the Moon, given that Moon resides in domain Top 10 WCU.

- This we shall accomplish through the instrumentality of '*Glocalisation*'

- i.e. benchmarking with established WCUs, while introducing innovations to address our local contextual needs.

Introduction

- ***Research Citation*** indicator of Times Higher Education (*THE) WUR* measures *Role of a University in spreading new knowledge and ideas* by:

  a) Capturing the number of times a university's published work is cited by scholars globally;

  b) Comparing those published work with the number of citations a publication of similar type and subject is expected to have

Introduction

- The analysis covers citations made **only** to:

  a) *Journal articles*;

  b) *Conference proceedings;* and

  c) *Reviews,* published *in the last five years*.

Introduction

- Table 1 shows the performance indicators of *THE WUR*
  - ***research citation*** contributes 30% to the total

Table 1: Performance Indicators of THE World University Ranking	
Overall Indicator	**Contribution (%)**
Research Volume, Income and Reputation	30
Citations Research Influence	**30**
Teaching Learning Environment	30
International Outlook Staff, Student, and Research	7.5
Industry Income Innovation/Knowledge Transfer	2.5

Towards Increased Research Citations (TIRC):
Tips & Techniques

- *Give your research output the widest possible visibility*
  - Citations strongly depends on the **visibility**, irrespective of its **merit**
  - Publish in reputable peer-reviewed journals
  - Advertise publications by using the proper "Research Tools"

TIRC for CU: *Tips & Techniques*

▪*Give your research output the widest possible visibility*

- Use research tools for '***Enhancing Visibility and Impact***'

    http://bit.ly/at-citation-tool

- Post-print publishing
  - ✓ Make articles ***freely available to anyone with an internet connection***,
  - ✓ often greatly increases the citation frequency of articles

TIRC for CU: *Tips & Techniques*

- Use ***same name variation*** consistently

  - If your name is a common name:

    - Add your full middle name to distinguish from others

Consistency enhances retrieval

TIRC for CU: *Tips & Techniques*

- Provide ***standardized institutional affiliation*** & address
  - Avoid the use of abbreviations
  - Guarantees attribution to correct author and institution
  - Provide ***accurate contact details*** for queries

TIRC for CU: *Tips & Techniques*

▪ Repeat some ***key phrases*** of your study in the abstract:

- Search engines and citation trackers look through the abstract of your article

- Clever repetition of keywords increases the chance of electronic retrieval

TIRC for CU: *Tips & Techniques*

▪Use keywords that are ***specific***

- They should reflect the essence of the paper

- Electronic information retrieval is done using keywords as search term

- Use current/trendy and contextually related words

▪Coin a ***unique phrase*** that reflects your research interest and use it consistently

- Let it appear frequently in:

  - the ***Title*** of your publications

  - the list of ***Keywords***

  - the ***Abstract***

- Publish in peer-reviewed journals with
high impact factor
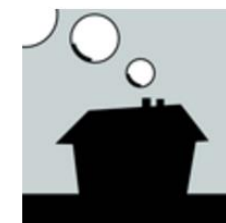 - Articles published in high *IF* journals have higher chances of getting cited

TIRC for CU: *Tips & Techniques*

■Publishing in Open Access (OA) outlets increases **research citation** rate

- Free access to published articles increases citation rate
- Searching online is more efficient
- Hyperlinks leads researchers to their prevailing opinion
- Open Access has a positive impact on growth of citations

https://doaj.org/

TIRC for CU: *Tips & Techniques*

https://doaj.org/

TIRC for CU: *Tips & Techniques*

▪ *Deposit paper in Open Access repositories*

- Covenant University repositories:
  - *http://eprints.covenantuniversity.edu.ng*
  - *http://dspace.covenantuniversity.edu.ng*

- Cornell University:
  - *https://arxiv.org/*

- PennState
  - *http://citeseerx.ist.psu.edu/index*

- Social Science Research Network
  - *http://ssrn.com/en/*

Nigeria

Ranking ▲	World Ranking	Institute	Country
1	540	Covenant University Repository	🟢🟢

Nigeria

Ranking ▲	World Ranking	Institute	Country	
2	1203	Covenant University Theses	🟢🟢	

"If you think something would work without you working it, you'd be fooling yourself." --- *D.O. Oyedepo*

TIRC for CU: *Tips & Techniques*

▪ ***Self-archive articles***

- There is a ***strong positive relationship*** between self-archiving and increased citation performance:
  - Google Drive: https://drive.google.com
  - MS OneDrive: https://onedrive.live.com
  - Apple iCloud: https://www.icloud.com/

Free accessibility increase citations by >50%

TIRC for CU: *Tips & Techniques*

- **The '*Do as you would be done by principle*'**
  - Include more references in your work
  - There is a strong correlation between the number of citations a paper receives and the number of its cited references

  To get cited, get citing.

TIRC for CU: *Tips & Techniques*

- The '*Do as you would be done by principle*'

ARTICLE

doi:10.1038/nature11247

An integrated encyclopedia of DNA elements in the human genome

The ENCODE Project Consortium*

Top publications - English Learn more

	Publication	h5-index
1.	Nature	379
2.	The New Eng. Journal of Medicine	342
3.	Science	312
4.	The Lancet	259
5.	Cell	224

Nature: h5-index:379   #1 Life Sciences & Earth Sciences

Title / Author	Cited by	Year
An integrated encyclopedia of DNA elements in the human genome		
ENCODE Project Consortium, Nature 489 (7414), 57-74	4088	2012

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74. Hindorff, L. A. *et al.* Potential etiologic and function association loci for human diseases and traits. *Pr* 9362–9367 (2009).

75. Schaub, M. A., Boyle, A. P., Kundaje, A., Batzoglou, associations with regulatory information in the hu http://dx.doi.org/10.1101/gr.136127.111 (2012

76. Libioulle, C. *et al.* Novel Crohn disease locus identif maps to a gene desert on 5p13.1 and modulates *Genet.* **3,** e58 (2007).

77. Vernot, B. *et al.* Personal and population genomic *Genome Res.* http://dx.doi.org/10.1101/gr.1348

78. Harismendy, O. *et al.* 9p21 DNA variants associat impair interferon-γ signalling response. *Nature* **47**

79. Cheng, C. *et al.* Understanding transcriptional reg transcription factor binding data. *Genome Res.* ht gr.136838.111 (2012).

80. Schuster, S. C. *et al.* Complete Khoisan and Bantu *Nature* **463,** 943–947 (2010).

TIRC for CU: *Tips & Techniques*

- ***Increase collaboration and publish with international authors***
  - Articles with ***international co-authors*** are cited ***up to four times*** more often than others
  - Articles published with ***multi-countries*** or ***multi-institutes*** collaborations attract more citations
  - Authors who are often involved in international collaboration receive more citations

- ***Don't be a lone ranger***
  - Engage in team authorship
  - Articles authored by a team typically produce more frequently cited research than those written by individuals.
  - Typically *highly-cited* articles are authored by a large number of scientists

Publish with Nobel laureates

- Joint authorship with Nobel laureates gives *sudden boost in citation* rate of co-authors
- The citation leap extends to the co-author's earlier papers too, even if they are in unrelated areas.

TIRC for CU: *Tips & Techniques*

▪*Write review papers*

- Craft comprehensive and review articles on current issues in your subject area
- Submit them to journals with a high *IF* that published previous articles on the research topic
- ***Reviews are more likely to be cited*** than original research papers
- Editorials, letters to editors, news items, meeting abstracts, and case studies are generally poorly cited

TIRC for CU: *Tips & Techniques*

- ***Attend and publish working papers in reputable conferences***
  - Working papers are freely available before and after the articles are published.
  - Upload **working papers** into OA repositories including the personal websites

- ***Share comprehensive research dataset***
  - Regardless of journal *IF*, country of authors, and time since publication, publicly-available datasets facilitate significant increase in citations to articles that accompany the data.

- ***Once rejected is not Always rejected***
  - Papers published after initial rejection elsewhere receive significantly more citations
  - Submission history affects post-publication impact
  - Resubmissions from other journals receive significantly more citations than first-intent submissions
  - Initially rejected paper may become the highest-cited paper

TIRC for CU: *Tips & Techniques*

- ***Engage in strong cross-disciplinary approach to research***

- Publish articles in subject-specific journals

  - Carefully choose a journal that fits your field of study

TIRC for CU: *Tips & Techniques*

- Use ***blogs*** and ***podcasts*** to leverage on-going research discussion on the Internet
  - Web tools such as ***wikis*** and ***blogs*** can be created to inform, describe and link research interests and publications
  - Add links that web search engines can easily notice for their page ranks
- Sign up on academic, social, and professional networking sites
  - Broadens dissemination,
  - Increases use
  - Enhances professional visibility
  - *Academica*, *Citeulike*, *ResearchGate* and *Linkedin* are knowledge sharing tools to make others aware of research articles that may be of relevance to them and hence get cited

▪Use **blogs** and **podcasts** to leverage on-going research discussion on the Internet

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- Add links that web search engines can easily notice for their page ranks

▪Avoid using a *question-type* title

- Articles with *question-type* titles tend to be downloaded more but cited less than the others

TIRC for CU: *Tips & Techniques*

▪Create online *CV* like *ORCID* or *ResearcherID*

- Makes a link between the list of published papers and OA versions of relevant articles
- Increases your visibility to the academic community

- Make yourself visible
  - Link your latest published article to your email signature
    - ✓ Get extra attention of email recipients

▪*Publish tutorials papers*

- Paper that organizes and introduces work in the field
- Assume inexperienced readers
- Emphasize the basic concepts of the field and provide concrete examples to substantiate them

Conclusion

- Management is currently working on modalities for quantifying the contribution of individual researchers to the citation profile of Covenant

The Parting Word of Prophecy

2 Tim 2:13

*If we believe not, yet **he abideth faithful**: he cannot deny himself.*

ReCITe

Research *is our responsibility*

Citation + **I**nnovation → *Income is the reward*

Teaching *is our goal*

Thank You!