Raising awareness of your research

In this guide we look at different ways you can promote and communicate your research outputs.

# Creating a research profile

Once your work is published it is likely to be indexed within large commercial indexing platforms such as [Scopus](https://subjects.library.manchester.ac.uk/research-metrics/scopus) or [Web of Science](https://subjects.library.manchester.ac.uk/research-metrics/webofscience).

These tools will offer you an opportunity to claim ownership of your profile. This will allow you to look at in-depth citation information for your outputs and link with your ORCID profile.

[Scite](https://subjects.library.manchester.ac.uk/c.php?g=713585&p=5177655) is another useful tool for creating a profile and then viewing information about your research outputs in a convenient location. Scite provides you with additional contextual analysis around your citations. You will be able to see whether the research that cites your work agrees with and/or replicates your results. You can also see details around engagement with your papers and how often they are cited multiple times within citing publications.

# Research communication

It's useful to think about your research audiences, how you might reach them effectively, and what barriers might prevent them from finding, accessing, understanding and using your research. There are lots of potential research audiences for your work - these can be very broad (researchers working in the same/similar area) or much narrower (physiotherapists working with COPD patients).

Communicating about your research effectively can help you reach these audiences. Things you might like to consider are:

* **Where to publish your research:** different journals have different aims and scope, and these will often give you an indication as to who is reading the journal.
* **Post-publication communications planning:** getting your paper published isn't the end of the road. There are other things that you can do to help your paper reach its audience. More on these later.
* **Getting help:** engaging with functions across the University, like the Media Relations team, policy@Manchester and engagement@Manchester could help you make your work more visible to your research audiences.

# Alternative methods of communicating about your research

Publishing your work is really important, but you can think about other forms of communication for disseminating your research too. If you identified issues around comprehensibility as a barrier to your research audience benefiting from your work, you could think about following up traditional scholarly communication (via a journal article or book) with a blog post, or news article that presents your findings in less academic/expert language.

The University's [Media Relations team](https://www.manchester.ac.uk/discover/news/contact-media-relations/) could help you put together a press release, which could then help journalists cover your work and reach a lay audience. You could pitch an idea to [the Conversation](https://theconversation.com/uk), an academic blog that gives researchers the chance to work with journalists to present their research findings to a more general audience. You might also think about using social media to talk about your work.

## Social media

Social media can be a very effective tool for removing barriers between your research and your intended research audiences. [X](https://twitter.com/?lang=en) (formerly Twitter), for example, is used by many academics to share information about their research, engage in discussion and keep up to date with the latest developments in their research areas. This is potentially a valuable tool for reaching a larger/different audience to the audience you're likely to reach by publishing journal articles.

If X isn't your thing, you could use other social media platforms that might be more relevant for your research audiences such as:

* [LinkedIn](https://www.linkedin.com/) could be a valuable tool for reaching professionals and practitioners.
* [Academia.edu](https://www.academia.edu/) and [ResearchGate](https://www.researchgate.net/) are academic social networks that might help you to build your profile and raise awareness of your work.

## Profiles

Speaking of profiles, having a page somewhere on the internet where people can find out more about you and your research is invaluable. We would recommend:

### Create a profile in Pure

The University uses a current research information system (CRIS) called Pure. You can build your own researcher profile in Pure and then make that available via the public-facing Research Explorer site. You'll find that once your profile has been made publicly available, it will appear at the top of the search results for your name. You can find out more about [building your profile in Pure](https://www.staffnet.manchester.ac.uk/pure/) on Staffnet. Information that you add to Pure can then feed into your ORCID account.

### Sign up for an ORCID account

ORCID has two main features. You get a profile that you can connect with other services, like Scopus, Pure, CrossRef, Web of Science and many more, which automatically populates information about your research activity.

It also gives you an ORCID ID, an identification number that helps to disambiguate you from other researchers with the same or a similar name. This is really useful when interacting with publisher, funder and institutional systems and will ensure you get the credit for the work you're doing. You can find out more on [the Library website](https://www.library.manchester.ac.uk/services/research/orcid/).

### Create a profile on Scite

[Scite](https://subjects.library.manchester.ac.uk/c.php?g=713585&p=5177655) is another useful tool for creating a profile and then viewing information about your research outputs in a convenient location. Scite provides you with additional contextual analysis around your citations. You will be able to see whether the research that cites your work agrees with and/or replicates your results. You can also see details around engagement with your papers and how often they are cited multiple times within citing publications.

# Publishing your research

There are many options now available to researchers to share multiple forms of outputs from their research online, from research plans to data sets, and at each stage of the research project life cycle. This section explores the options available to you as a researcher at the University of Manchester.

## Pre-registration and protocols: sharing your research plan & methodology

Pre-registration is the practice of registering and sharing of a research plan, ahead of observing any research outcomes or collecting data. A detailed pre-registration defines the research questions/hypotheses, outlines the intended research designed, and records planned data analysis.

Benefits of pre-registration include increased research transparency and trust in research, enhances replicability, and the chance for researchers to receive feedback on their research plans.

You can share your research plan online via the Open Science Framework research management tool.

[Protocols.io](https://www.openresearch.manchester.ac.uk/resources/tools/protocols-io/) is an additional tool that enables researchers to share their research methodology designs and processes.

## Pre-prints

A preprint is a research manuscript that has been made public but has not yet completed the peer-review process and been published in an academic journal. These can be shared online at any time and allow researchers to gain feedback on working papers in advance of publication.

There are many spaces online now in which researchers can share pre-prints, often called pre-print servers, with most academic disciplines having subject specific servers.

The [Directory of Open Access Pre-print Repositories](https://doapr.coar-repositories.org/) is a comprehensive list of the currently available pre-print servers.

Other popular locations for sharing preprints include:

* [Zenodo](https://zenodo.org/)
* [OSF Preprints](https://osf.io/preprints?view_only=)
* [Peer J Preprints](https://peerj.com/preprints/)

## Post-prints

Postprints, or author accepted manuscripts (AAMs), are manuscripts which have completed the peer-review process and are awaiting publication in a journal. It is different from the final published version as it is not normally typeset or formatted by the publisher.

University of Manchester researchers can share this version of their accepted journal and conference proceedings manuscripts as soon as they are published online (without an embargo) via the [Library's Open Access Gateway](https://www.library.manchester.ac.uk/services/research/open-research/access/gateway/) since the introduction of the [Rights Retention policy](https://www.library.manchester.ac.uk/services/research/open-research/access/rights-retention/). This also known as 'Green' Open Access (OA).

Once deposited the AAMs are made available online via your researcher profile on the [University of Manchester Research Explorer portal](https://research.manchester.ac.uk/en/).

You can also use the Open Access Gateway to deposit book chapters (these are often subject to embargo periods).

## Journal articles

There are many routes available to you as a researcher at the University of Manchester to ensure that the final published version, or version of record (VoR), of your research article can be published Open Access (OA) in an academic journal. Publishing OA means your article is not restricted to users with subscription access or the financial resources to pay for individual articles and can be downloaded and read online by anyone with access to the internet, without restrictions or the need to register an account. Publishers often require the payment of an article processing charge (APC). This is also known as 'Gold' OA publishing.

The Library also has resources to support PGRs and ECRs new to academic publishing on developing a publication strategy and [navigating the submission process](https://www.library.manchester.ac.uk/services/research/pathways-to-publishing/).

## Gold Open Access

Gold Open Access (OA) is where the:

* published work is freely available via the publisher's website immediately on publication.
* published work is normally published under a Creative Commons licence.
* publisher may apply an Article Processing Charge (APC).

The [Open Access funding page](https://www.library.manchester.ac.uk/services/research/open-research/access/funding/) explains the University's Gold OA funds and eligibility criteria.

The University has agreements in place with many publishers which provide unlimited OA to papers with a University of Manchester submitting corresponding author. You can find out more about the agreements and how to access them on the [publisher OA agreements page](https://www.library.manchester.ac.uk/services/research/open-research/access/funding/transformative-agreements/).

## Diamond OA

Diamond OA refers to academic journals or scholarly publications that allow for immediate access to the final published version of an article without the payment of an APC.

Diamond OA journals are increasingly becoming an important part of the scholarly publication environment, with many highly regarded OA publications using this model, as evidenced by a recent [in-depth cOAlition S study](https://zenodo.org/record/4558704#.ZGIDB3bMKPp). A good source for authors looking for reputable Diamond OA publications is the [Directory of Open Access Journals (DOAJ)](https://doaj.org/), with over 13,000 listed fully OA journals not requiring the payment of an APC.

## Monographs

If you are publishing a UKRI funded long-form output (monograph, book chapter, or edited collection) on or after 1 January 2024, you must follow the [UKRI Open Access policy](https://www.ukri.org/publications/ukri-open-access-policy/). To support this, funding is now available, via the Library, to enable researchers to comply with the policy.

There is more information on eligibility criteria and a form to begin the funding application process available on the [new UKRI long form publication OA policy webpage](https://www.library.manchester.ac.uk/services/research/open-research/access/long-form-outputs/).

Non-UKRI authors can apply to the Library's Open Access Monograph Competition. Entries for the competition usually open in October/November. Please contact the [Library Open Access team if you have any questions](https://www.library.manchester.ac.uk/services/research/contact/) regarding the competition.

## Alternative publication models

In addition to traditional models of scholarly communication for research outputs, such as academic journals, there are also a variety of online platforms that offer alternative ways to publish your research.

These include platforms such as [Octopus](https://www.octopus.ac/), [Open Research Europe](https://open-research-europe.ec.europa.eu/), [Wellcome Open Research](https://wellcomeopenresearch.org/), and [F1000Research](https://f1000research.com/), who all provide alternative models for researchers to publish their research online, often much more quickly than in traditional academic journals.

## eThesis: Sharing your research thesis online

The University of Manchester is committed to ensuring as wide an audience as possible can access and read the outputs of its research and scholarship, including theses. Postgraduate research students (PGRs) are required to submit an electronic version of their thesis as part of the PGR examination process. PGRs are encouraged, where appropriate, to make theses OA as soon as possible (or after a 12-month embargo).

## Research Data: Sharing your research findings

Sharing [research data](https://www.library.manchester.ac.uk/services/research/research-data-management/) has numerous benefits, including facilitating new collaborations, and allowing new research questions to be answered. It can also help others discover your connected research outputs online. Data sharing is also mandated by many research funders, including the UKRI.

You can share your research data online via the University data repository, [Figshare](https://figshare.manchester.ac.uk/). Upload images, documents, videos, data sets, and get a citable DOI to include on your ORCID or University of Manchester Research Explorer profile.

Additionally, you can also find your subject specific data repository using [re3data](https://www.re3data.org/), the online registry of research data repositories.

# Tracking attention

Once your research is out there in the wider world, you should pay close attention to any interactions your work receives across as wide a variety of channels as possible.  Having your work cited by other researchers is nice, but interactions on social media or your professional networks can be just as valuable.

The Library has access to a variety of tools such as Scopus, SciVal and Altmetric Explorer which can help you to track any citations and mentions that your research receives. While these metrics can be valuable, it is also important that they do not become your sole area of focus.

"When a measure becomes a target, it ceases to be a useful measure" – C. A. E. Goodhart

Goodheart's Law (an important concept in economics and social sciences) can hold significant relevance when we turn our minds towards the attention our research receives. Rather than using the number of citations your research receives as a measure of success or failure, you can shift your focus onto identifying the potential benefits of any interactions you receive. All of these can provide you with valuable feedback on the quality and relevance of your research. With a bit of work these can provide a number of practical benefits, which could help you to raise your profile as a researcher.

## Identify future research partners or collaborators

Discovering who is citing your work or discussing it on social media can help you to make connections with those who share similar research interests. Reaching out to those who are interested in your work could foster new collaborations and partnerships. Working on your next research project in partnership with others can be a really effective way to expand your audience, and by extension your profile.

### Scopus Author Profiles

Keeping your [Scopus author profile](https://elsevier.libguides.com/Scopus/author-profile) up-to-date and regularly checking in can be a great way to showcase your research and identify potential collaborators. It's easy to view a list of publications which have cited your work(s) and follow links through from the documents to identify researchers who may be a good match. You can also set author-citation-alerts which will automatically notify you anytime your work(s) are cited.

### Scopus Researcher Discovery

The [Scopus researcher discovery tool](https://www.scopus.com/search/form.uri?display=basic#researcher-discovery) allows you to search for a specific topic that interests you (e.g. public health, social psychology) as within the normal Scopus searching interface. Rather than return a list of articles (as with a standard search), you will be presented with a list of prolific authors within this subject area. You can use filters (such as location) to narrow the results and identify potential matches.

### Scite Supporting Citations

Scite uses access to full-text publications and a deep learning model to provide additional context around any citations your work(s) have received through its 'Smart citations' feature. You can easily view the specific sections of text within citing publications that refer to your own work.

Scite also provides handy markers: ['Supporting citations'](https://subjects.library.manchester.ac.uk/c.php?g=713585&p=5177655) to provide you with indicators of publications which either strongly support your theories or replicate your results. Authors who support your work in this way are likely to be open to collaboration opportunities and you will easily be able to identify them using the tool.

## Enhancing your reputation

Research analytics platforms such as SciVal are packed full of features which can help you to both identify and present the attention your research receives. This can be an effective way of building your reputation and showcasing your talent. In the example below this researcher has used a choropleth diagram to showcase the reach of their citations across Europe. There are many different options such as this. Showcasing your talents in the right way can help others to take notice of both you and your research

## Understanding your research

Paying close attention to the attention your research has received can provide you with important insights into the impact your research impact has had on the academic community and inform your future outreach strategies. A better understanding of who has been engaging with your research (and where) can help you to tailor your communication strategies and engage with wider audiences.

A tool you can use to track engagement with non-academic sources (such as news/media mentions or social media interaction) is [Altmetric Explorer](https://subjects.library.manchester.ac.uk/research-metrics/altmeric). This tool allows you to view the details of any news/media and Twitter/X interactions with your research.

Overall, tracking attention is an essential aspect of modern research practice. By monitoring the reach and impact of their work, you can gain valuable insights into how their research is being received and use this knowledge to enhance their impact and reach.

For further help with using the tools referenced in this section please get in touch with our [Research Metrics team](https://www.library.manchester.ac.uk/services/research/contact/).