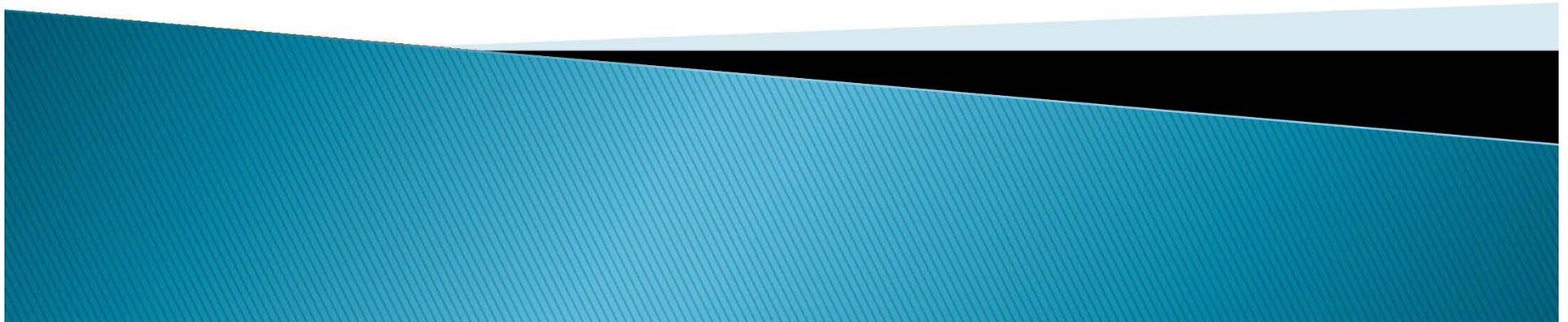




Strategies for High-Impact Publishing

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What is a High-Impact Publication?

- ▶ High-impact = *able to affect or influence someone or something in a powerful way* (Cambridge Dictionary)
- ▶ Primary traditional points of emphasis for a research or other scholarly publication:
 - Someone = Other researchers
 - Something = Knowledge base in one's area of inquiry
- ▶ But others should be considered too:
 - Practitioners, policy-makers, funders, community members
 - Organizations and institutions, practice standards, interventions, public policy



What is a High-Impact Publication?

- ▶ Many possible indicators of a “high-impact” publication
 - Both quantitative and qualitative
 - No consensus yet on which are most valid or useful



What is a High-Impact Publication?

- ▶ Numerous possibilities (not an exhaustive list!)
 - Quantitative
 - Citations as tracked by PubMed, Web of Science, Google Scholar, etc.
 - High number in absolute terms
 - Number of citations exceeds some meaningful benchmark, such as citations to other published research in the same field of inquiry (see, e.g., new NIH [iCite](#) tool)
 - Various citation-based metrics (e.g., h-index) increasingly used to gauge the impact of a researcher's publications when considered collectively
 - Impact factor of the journal
 - Can again be high in absolute terms or relative to some reference group (e.g., impact factors for other journals in the same topic area)
 - Seems to be falling out of favor due to lack of specificity for gauging impact of individual articles
 - Newer web-centric metrics
 - [Number of downloads or views if publication is available on-line](#)
 - [Social media activity](#) (e.g., "tweetations")
 - Opportunity to forecast eventual citations
 - May pick up additional facets of impact not captured by number of citation



What is a High-Impact Publication?

- Qualitative
 - Receives award or other competitive recognition
 - Viewed as influential and important by experts in the field (e.g., anonymous reviewers of the article, critical reviewers of literature on the topic)
 - Demonstrable effect on practice or policy (e.g., used to inform practice guidelines, shape funding priorities)



Why Should You Care about Having High-Impact Publications?

- ▶ Can facilitate career advancement
 - Considerations of publication impact commonly factor into evaluations of performance in academic and other research settings (e.g., tenure and promotion, salary raises)
 - Impact likely to be taken into account by reviewers of funding applications (e.g., focus of new NIH biosketches on “most significant contributions to science”)
 - Because high-impact publications tend to increase recognition and status within one’s field, they can open up important new opportunities for professional development/contribution (e.g., NIH Review Panel, journal editorial board, mentoring of early career scholars)
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Why Should You Care about Having High-Impact Publications?

▶ Professional Contributions

◦ Your Field

- Publications with high impact (e.g., utilization by other researchers) have more potential to be influential in shaping a field's knowledge base and ongoing development

◦ Outside of Academia

- High-impact publications may be more likely to advance practice and policy and, collectively, put you in positions to be involved in practice/policy



What Strategies may Help with Generating High-Impact Publications?

▶ Content

- Address an interesting or important question (e.g., controversial or unresolved issue)
- Take the time to do high-quality work
- Conduct programmatic work on a particular topic
- Consider a systematic literature review as these tend to be utilized heavily by other scholars (e.g., meta-analysis)
- Make sure the title, abstract, and keywords convey the significance of the research, key findings, and relevance to different topic areas



What Strategies may Help with Generating High-Impact Publications?

▶ Publication Outlet

- Strive to publish in a journal with a high impact factor
 - Be cautious about high impact factors claimed by open access journals – use a trusted source (e.g., Journal Citation Reports® available through Web of Science)
- Consider the fit between the journal's audience and those most likely to find the research of interest
- Consider the likely time between submission and publication
 - Open-access journals (assuming high-quality and reputable) can be good options – [UIC has a program for covering costs of publication for these types of journals](#)



What Strategies may Help with Generating High-Impact Publications?

- ▶ Dissemination and Recognition
 - Present your research at professional conferences
 - Cite your own research when appropriate
 - Nominate your research for awards
 - Establish web-based research profiles (e.g., IHRP investigator profile, Google Scholar, ResearchGate, ORCID)
 - Use social media (e.g., Twitter) to help bring attention to key publications



What Strategies may Help with Generating High-Impact Publications?

- ▶ Dissemination and Recognition (cont'd)
 - Take advantage of opportunities for on-line posting of the research
 - Some journals will allow web posting of the pre-publication, accepted version of a manuscript
 - If research was supported by NIH or other funder participating in PubMed Central (e.g., CDC), submit the manuscript there
 - Do targeted outreach to other researchers
 - Email copy to others doing work in the same area
 - Alert those on relevant listservs
 - Share strategically with those outside academia (e.g., funders, practitioners, CBOs, government, media)



