

Get Noticed! Disseminate Research and Increase Citations through Researcher Profiles

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Get Noticed!



Getting noticed means using the abundant online and social media tools available to better disseminate your research findings and publications to a wider audience of researchers.

As a result, not only will your research become more visible, but you will also attain more readers, increase citations, build a stronger reputation and expand your professional network with researchers.

Get Noticed!

Why we need to be visible?

- Showcases your work to the world
- Manages your publications list
- Helps to be identified by potential collaborators
- Helps to avoid misidentification
- Enables your research output to be attributed to UUM
- Track citation counts

Source: <https://canberra.libguides.com/c.php?g=599294&p=4149112>

Get Noticed!

Am I making an impact?



Source: <http://altmetrics.org/manifesto/>

Do you know how you appear online?

- Separate professional and personal presences
- Be aware of your privacy settings





Source: https://wiki.lib.sun.ac.za/images/5/5d/Online_Visibility_Guidelines.pdf

Step 1:

‘Assess yourself’ – this section looks at ways to assess your general online presence as it stands today. Regular assessment will allow you to keep track of your progress.

How? – Google searches

Step 1: Analyse the results

How many of the results are relevant?

What types of results come up?

Are all of them from your institutions?

- Publications?
- Online profiles?
- Facebook photos?

If the results are obviously nothing to do with you, would that be obvious to someone else looking for you?

Consider what you would like to appear

Step 2:

‘Your profile as an individual’ starts with deciding where you want to take your online presence. Once you’ve decided on a strategy, it’s time to consider your active online presence, the specifics of your digital footprint.

This section focuses on online profiles that you might have already or that you might want to set up.

Decide on a main profile - Update, improve and maintain it; link the others to it

Separate professional and personal online presence

Step 3:

‘Improving the availability of your output’ is about making your scholarly outputs reach as many people as possible. While you may publish prolifically, if people can’t discover your papers online, they are much less likely to read them. Some say that if it’s not online it does not exist; we think if it’s not findable online it might not exist.

This step involves assessing what publications and other outputs of yours are already online and then sharing everything else you are able to.

You are also encouraged to share all your scholarly outputs, including teaching resources and ‘popular or informal’ resources in a variety of formats.

Step 4:

‘Communicating and interacting’ reviews some other strategies and tools through which you can communicate with colleagues and interact with people who share your interests.

Social bookmarking

- Share links relevant to your subject (blogs, papers, etc.) – citeulike, delicious

Micro blogging – Twitter

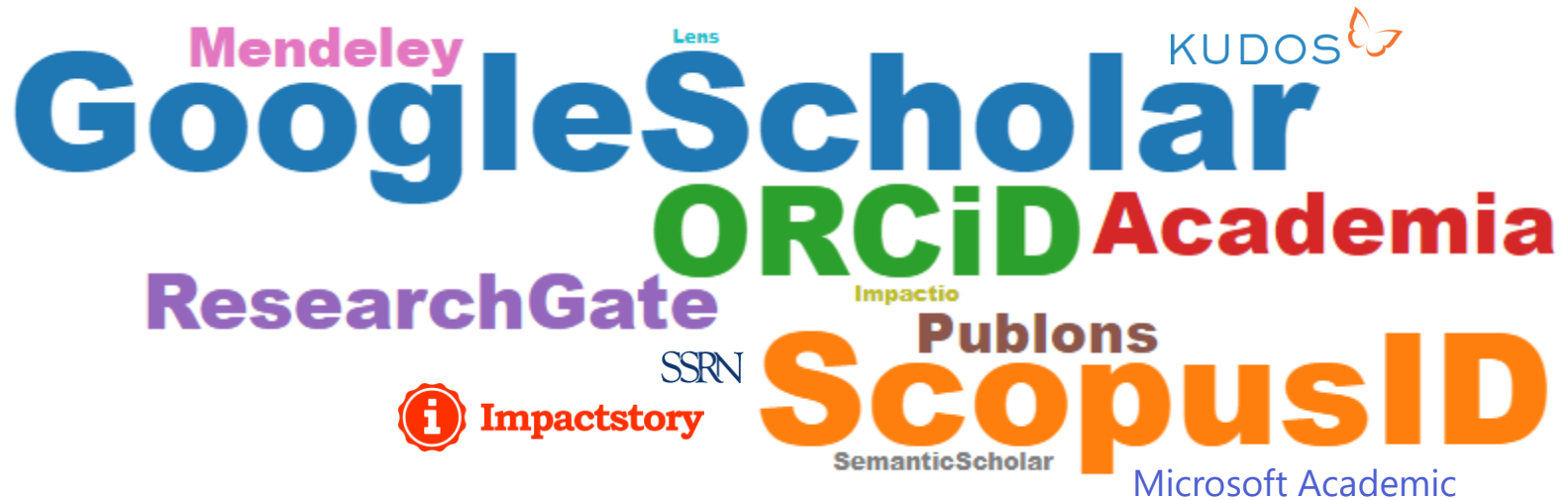
Blogging as a scholarly activity

- Create and write a blog for colleagues, community and/or students

Comment: Start and join in discussions on e.g. Research Gate, Academia.edu, etc.

Online Presence

Which profiles should I have?



Google Scholar

What is Google Scholar Profiles?

- provide a simple way for authors to showcase their academic publications.
- You can check who is citing your articles, graph citations over time, and compute several citation metrics.
- You can also make your profile public, so that it may appear in Google Scholar results when people search for your name.
- Best of all, it's quick to set up and simple to maintain
- You can choose to have your list of articles updated automatically or review the updates yourself, or to manually update your articles at any time.

Google Scholar Setup

1. Go to scholar.google.com
2. Click My profile
3. Login using your gmail account [Please create one if you don't have any]

 My profile  My library

Google Scholar

☒ Articles ☐ Case law

Step 1: Profile

Name

Ali Muhammad

Full name as it appears on your articles

Affiliation

Universiti Utara Malaysia

E.g., Professor of Physics, Princeton University

Email for verification

aidi@uum.edu.my

E.g., einstein@princeton.edu

Areas of interest

Accounting Information Systems

E.g., general relativity, unified field theory

Homepage (optional)

http://aidi-ahmi.com

E.g., <http://www.princeton.edu/~einstein>

← Please put your UUM's email address. This email need to be verified later

Next

← Once the above info has been completed. Click here.

Step 2: Article



Articles: 93



← Once done,
click This Button

Aidi Ahmi



Select groups of articles that you wrote.



Aidi Ahmi

93 ARTICLES

← Click here to select
articles that you wrote

[The utilisation of generalized audit software \(GAS\) by external auditors](#)
A Ahmi, S Kent - Managerial Auditing Journal, 2013

[Internal audit in the state and local governments of Malaysia](#)
AM Ali, JD Gloeck, A Ali, A Ahmi, MH Sahdan - Southern African Journal of Accountability and auditing ..., 2007



Aidi Ahmi Ala'a Zuhair Mansour

1 ARTICLE

[The personality factor of conscientiousness on skills requirement and fraud risk assessment performance](#)
AA Ala'a Zuhair Mansour, OMJ Popoola - International Journal of Financial Research, 2020

Step 3: Updates

Article updates

Scholar automatically finds your new articles and changes to existing articles.

- ☒ Apply updates automatically
- ☐ Email me updates for review ← You probably needs to go for this option if your name is not so unique.

Profile visibility

Public profiles help your peers find and follow your work. They also come with a personalized reading list.

- ☒ Make my profile public ← Important! Make sure this box is ticked.

Done

Google Scholar Profile



Aidi Ahmi ✎ Just use your real name without any TITLE

✉ FOLLOWING

Associate Professor at Tunku Puteri Intan Safinaz School of Accountancy,
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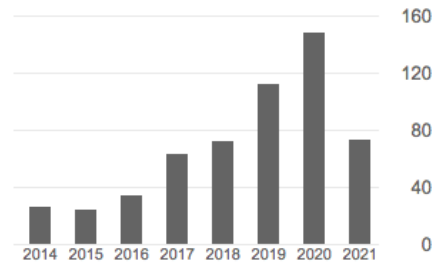
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<input type="checkbox"/>	IT adoption by internal auditors in public sector: A conceptual study				26	2014
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i10-index	11	10



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	Rosli Mohamad Tunku Puteri Intan Safinaz Scho...	>
	suzari Abdul Rahim Graduate School of Business, U...	>
	Khairina Rosli Senior Lecturer, Tunku Puteri Int...	>

Google Scholar Profile



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Aidi Ahmi

Senior Lecturer at School of Accountancy, [Universiti Utara Malaysia](#)
Accounting Information Systems, Auditing, Accounting, Internal Audit, External Audit

Verified email at uum.edu.my - [Homepage](#)

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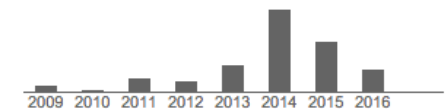
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<input type="checkbox"/> The utilisation of generalized audit software (GAS) by external auditors			A Ahmi, S Kent Managerial Auditing Journal 28 (2), 88-113	20	2012
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<input type="checkbox"/> Adoption of generalised audit software (GAS) by external auditors in the UK			A Ahmi School of Information Systems, Computing and Mathematics	5	2012

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Add co-authors

Simon Kent	+	×
Dr Munirah Ghazali	+	×

Co-authors [Edit...](#)

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My Google Scholar Profile in 2016

Add articles manually

	Journal	Conference	Chapter	Book	Thesis	Patent	Court case	Other
Title	<input type="text"/>							
Authors	<input type="text"/>							
	For example: Patterson, David; Lamport, Leslie							
Publication date	<input type="text"/>							
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Before you add your article manually, try search that particular article using your name or your co-author name or your article titles or specific keyword using Add Article Groups or Add Articles function

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Scopus Author Profile



Scopus

What is Scopus Author Profiles?

Each Scopus Author Profile is a unique record of that researcher's publication activity. The details come from peer-reviewed articles and other publications that are indexed in Scopus (published in journals, books and other sources, that the Scopus Content Selection and Advisory Board has selected for inclusion and indexing) where the researcher is specified as an author. The information in a profile includes the author name, affiliation(s), subject area(s), publications, citations, and co-authors. The profiles do not cover editorship, managerial or executive roles, or teaching positions.

Read More: https://service.elsevier.com/app/answers/detail/a_id/29506/#

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Publons is the only profile where you can track your publications, citation metrics, peer reviews and journal editing work in one place. It's quick and easy to maintain, can be used as evidence of your research outputs, and provides valuable insights into your publication and review history.

More info: <https://publons.com>

ResearchGate



ResearchGate, the professional network for scientists, was founded by virologists Dr. Ijad Madisch and Sören Hofmayer and IT-specialist Horst Fickenscher in 2008.

Convinced that collaboration spurs progress, they set out to bring scientists around the globe together to share their results and build on each other's knowledge.

Today, more than nine million scientists worldwide use the network to present and get feedback on their research, collaborate, and build reputation.

Read More: <https://www.researchgate.net>



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Aidi Ahmi

Universiti Utara Malaysia, Accounting, Faculty Member [edit](#)

Research Interests: [Computerised Auditing](#), [Accounting Information Systems](#), [Internal Audit](#), and [5 more](#)

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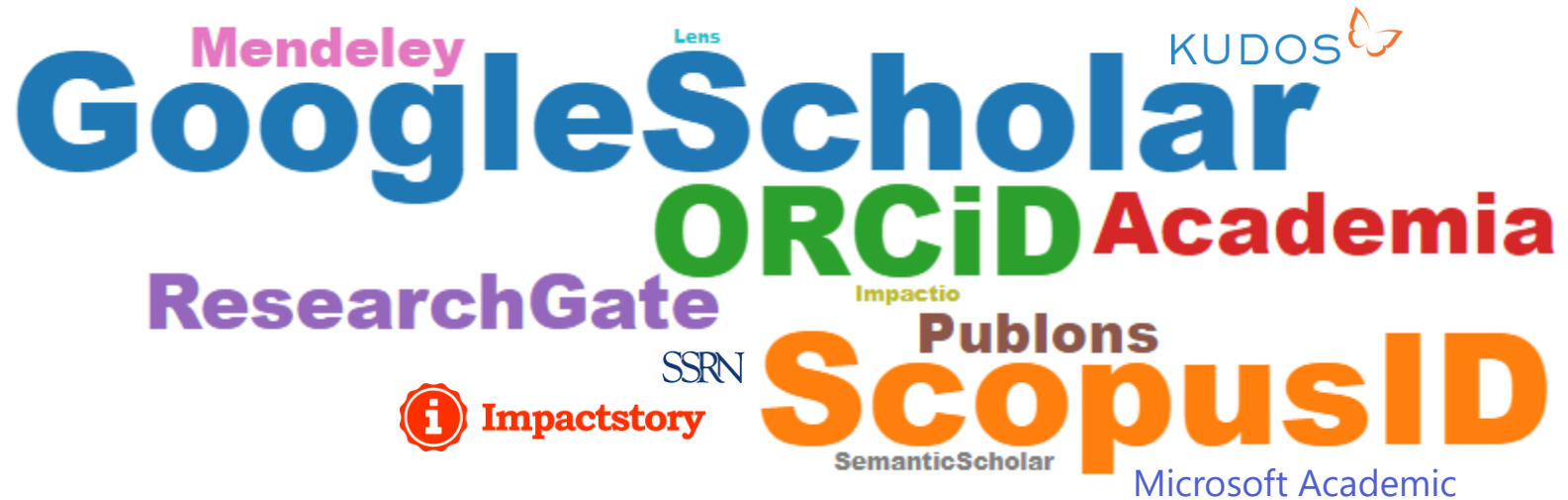
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Online Presence

How about other profiles?



Other Profiles & Social Media

- Personal Websites
- UUM Directory of Experts (<http://www.experts.uum.edu.my>)
- UUM Repository (<https://repo.uum.edu.my>)

Social Media:

- LinkedIn
- Facebook
- Twitter

→ Using social media to promote research:

<https://www.youtube.com/watch?v=sDUU-isDIk4>

References

- Goodier, S. & Czerniewicz (2012) Academics' online presence: A four-step guide to taking control of your visibility
https://wiki.lib.sun.ac.za/images/5/5d/Online_Visibility_Guidelines.pdf

Further Reading

- Get Noticed: Disseminate Your Research Better
http://cdn.elsevier.com/assets/pdf_file/0004/145048/Authors_Dissemination_Brochure_170912.pdf
- Beyond Citations: Scholars' Visibility on the Web <http://arxiv.org/abs/1205.5611>
- Linking Visibility to Reputation
<http://blog.academia.edu/post/48131624381/linking-visibility-to-reputation>

More resource:

- Tracking Your Academic Footprint: A guide to tools to tracking your citations
<http://libguides.lib.uct.ac.za/content.php?pid=295055&sid=2422565>

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Academia edu: uum.academia.edu/AAhmi

LinkedIn: www.linkedin.com/in/aidiahmi

Orcid: <http://orcid.org/0000-0002-8488-6966>

Website: www.aidi-ahmi.com



Semua penulis akan mati, hanya karyanya yang akan terus abadi. Maka tulislah sesuatu yang dapat membahagiakan dirimu di akhirat nanti [Saidina Ali bin Abi Talib]

Thank You!

