

Authors Workshop: A Guide to Getting Published

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Aim and overview

Aim:

To provide a comprehensive guide to optimize your academic writing and preparation skills whilst focusing on best practice for submission and post publication promotion.

Overview:

- ▶ Introduction
- ▶ Why publish? Developing a publishing strategy
- ▶ Finding the right Journal
- ▶ Preparing and structuring your paper
- ▶ Submitting your paper and the peer review process
- ▶ Revising your paper
- ▶ Copyright and publication ethics
- ▶ Dissemination and promotion of your paper
- ▶ Raising the impact of your paper
- ▶ Why Publish with Emerald?
- ▶ Further information and resources





Introduction

Introduction



Contact me at: mbartlett@emeraldgroup.com

My Name is Meloney Bartlett. I am the Head of Publishing at Emerald Publishing where I have management and development responsibility for the Journals programme of over 300 titles and their related products. I work with a global team from our headquarters in Bingley, UK.

In my role I am working to address the economic and strategic challenges within our publishing business, including our open access policies and implementation. As well as the specific challenges faced by independent publishers.

Before I joined Emerald Publishing I was the Head of the Journals publishing programme at the Royal Society of Chemistry in Cambridge. Prior to that position I managed the Science & Engineering Journals programme at Taylor & Francis in Oxford.

I received my Ph.D. in Chemical Engineering from the University of Bath.



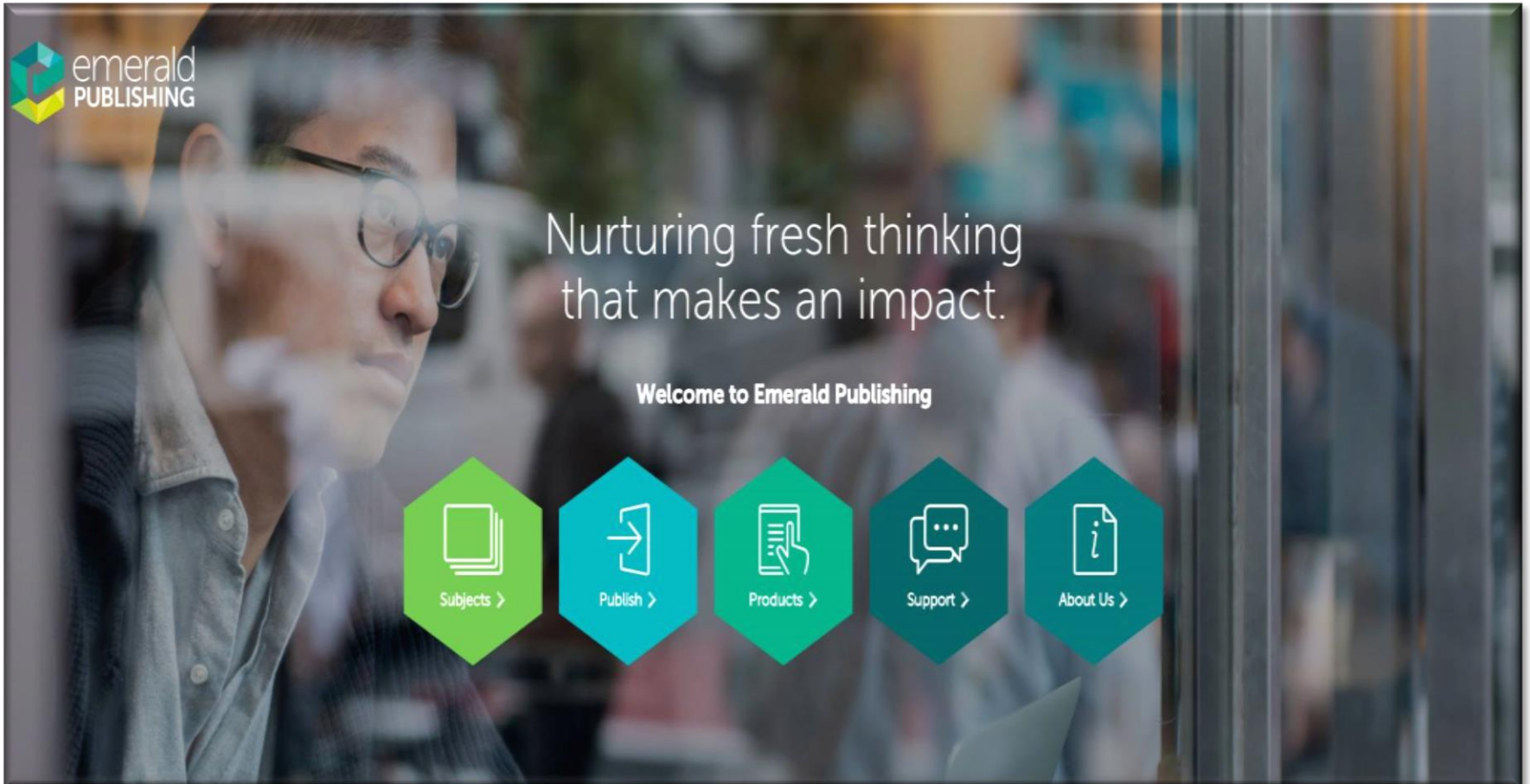
50 Years of Heritage




Emerald Group: Brand Hierarchy




Emerald Publishing: Nurturing Fresh Thinking That Makes An Impact


A banner for Emerald Publishing featuring a blurred background of a man with glasses looking thoughtful. The Emerald Publishing logo is in the top left. The main text reads "Nurturing fresh thinking that makes an impact." Below this is "Welcome to Emerald Publishing" and a row of five hexagonal navigation buttons: "Subjects >", "Publish >", "Products >", "Support >", and "About Us >".


emerald
PUBLISHING


Nurturing fresh thinking
that makes an impact.


Welcome to Emerald Publishing

Subjects >

Publish >

Products >

Support >

About Us >



Why Publish: Developing a publishing strategy



Why publish: An integral part of the research cycle



Why publish: What do our authors say?

PEER RECOGNITION

85% published for esteem and receive internal and external recognition. Such choices are made more complex because researchers know that publications serve not only as means of communication. They can be monitored or measured as indicators of quality or impact

SUBJECT DEVELOPMENT

70% wanted to share knowledge and experience to maximise dissemination to a target audience. Different disciplines produce and publish different types of outputs: from data sets to journal articles to monographs this can include grey literature such as patents



CAREER ADVANCEMENT

80% of our authors published with a view to meeting essentially external requirements for research assessment and career advancement, as well as personal development

PROFESSIONAL PROMOTION

50% published for company recognition and to promote their business. There is a rich array of other kinds of output employed and valued by researchers. They are concerned that communications especially those that are better-suited to applied or practice-based research, and to communicating with non-academic audiences – seem to have lower status and prestige in the academic world.



Finding the right Journal



How to select the “right” journal?

Choosing a journal to publish in is an **investment decision**. A good choice can enhance the impact of your work and your reputation.

- ▶ Factors to consider are relevant readership, recent articles, communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication.
- ▶ What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- ▶ Do you have an open access mandate?
- ▶ Be political (e.g. national vs. international) and strategic (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal).
- ▶ Develop a publication strategy – you may not get published in a top journal straight away.



Journal Selection: Relevance

- ▶ Finding a journal with the **right “fit”** should be more important than finding the top ranked journal
- ▶ Reading widely in your field will help you create a **shortlist** of journals which publish research in your subject area
- ▶ Journals will publish research which fits with their **scope and aims**. You have to mould your research to fit the journal not the other way around!
- ▶ Select, read and understand objectives of each journal selected. Get to know the journal. **Build a relationship**
- ▶ Follow the **Author Guidelines** – scope, type of paper, word length, references style
- ▶ **Send an outline** or abstract to the Editor and ask if the paper looks suitable
- ▶ Ask your librarian for **advice**



Journals Selection: Reputation

Indication of a reputable journals:

- ▶ Come from publishers or societies known to communities
- ▶ Highly regarded Editor and Editorial Advisory boards
- ▶ Member of ethical bodies such as COPE (Committee on Publication Ethics)
- ▶ Documented Peer Review processes
- ▶ Have digital preservation such as Portico or LOCKSS
- ▶ Have ranking information relevant to discipline e.g. ISI/Scopus/ABS
- ▶ Reputable authors

Check with your library or department for a list of recommended journals



Journal Selection: Quality

Are rankings important to you? Web of Science (ISI) is the most well known ranking, **but others exist.** Citations are a good, but not complete, guide to quality

- Clarivate Analytics and Impact factors
- Scopus and CiteScore
- SCImago Journal Rank
- H-index
- Usage
- Altmetrics
- Peer perception and engagement



Journal Selection: Open Access and mandates

Green Open Access

- ▶ Free to publish. Journal is behind a paywall
- ▶ Author can self-archive content in institutional repository

Gold Open Access

- ▶ Author pays an Article Processing Charge (APC)
- ▶ Free to access online immediately

Platinum Open Access -

- ▶ The costs of publication are sponsored by a third party (i.e. institution/association)
- ▶ Free to access online immediately

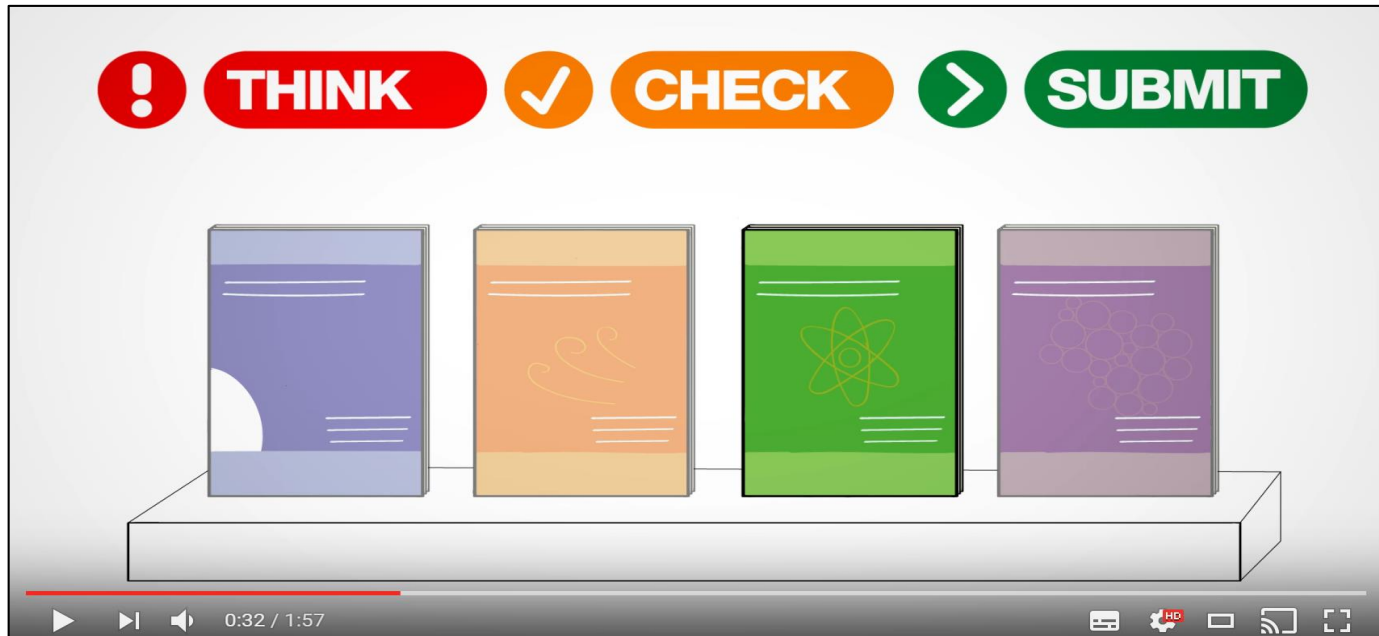
Journal Selection: Predatory Journals

- ▶ There are thousands of journals online
- ▶ But are they all what they seem?
- ▶ Beware:
 - Organizations you've never heard of
 - Guaranteed publication
 - Publisher/Editor is also the owner
 - No editorial information
 - No documented peer review process
 - Very broad journals



IF IN DOUBT ASK YOUR LIBRARY FOR HELP

Journal Selection



- Think Check Submit
<https://www.youtube.com/watch?v=L4z0Nxq4Epc>
- Reviews of Peer-Reviewed Journals in the Humanities and Social Sciences
<https://journalreviews.princeton.edu/ranking-peer-reviewed-journals/>
- Publish or Perish
https://en.wikipedia.org/wiki/Publish_or_perish
- Cabell's
 - <https://www.cabells.com/about-us>

Preparing and structuring your paper



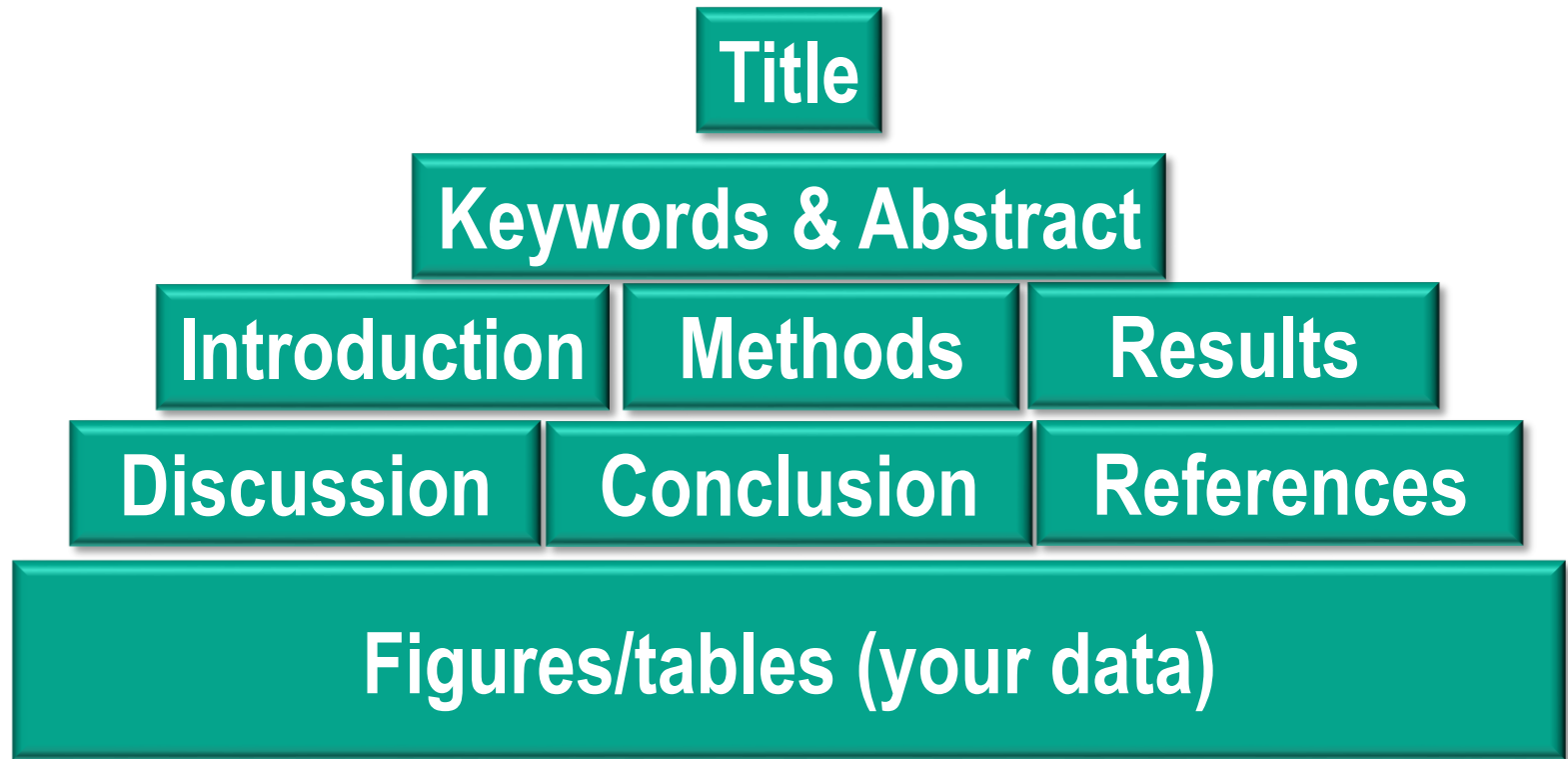
How to get started: What do I write about?

- ▶ Have you completed a project that concluded successfully?
- ▶ Are you wrestling with a problem with no clear solution?
- ▶ Do you have an opinion or observation on a subject?
- ▶ Have you given a presentation, briefing or conference paper?
- ▶ Are you working on a Doctoral or Master's thesis?
- ▶ Do you have a new idea or initiative?

If so, you have the basis for a publishable paper



Structuring your paper



Writing tips

- **Avoid generalisations such as:** *As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...* **unless you can qualify them in some way**
- In terms of tone of voice it is important that you **choose the tone of voice that serves your purpose**: is the section trying to engage the reader such as an introduction? Or do you want to present information impartially such as a methodology?
 - **Active:** direct, clear. A subject or 'agent' is the 'doer' of the sentence and performs an action on the 'object': *'The University [agent] employs [action] researchers [object]'.*
 - **Passive:** can depersonalise, can confuse. The object becomes the agent of the sentence and has an action performed on it/them: *'Researchers [agent] are employed [action] by the University [object]'*
- A **general resource for academic writers**, designed primarily with international students whose first language is not English in mind:
www.phrasebank.manchester.ac.uk



What makes a good paper: What are Editors and reviewers look for...

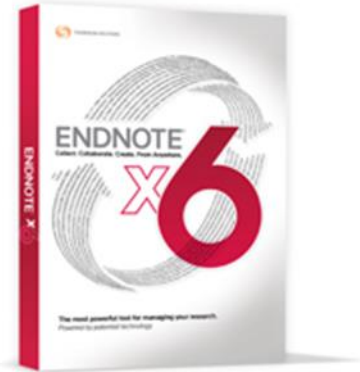
1. Adherence to the editorial **scope and aims** of the journal
2. **Originality** – what's new about subject, treatment or results?
3. **Relevance** to and extension of existing knowledge
4. Research **methodology** – are conclusions valid and objective?
5. Clarity, **structure** and quality of writing – does it communicate well?
6. Sound, logical progression of **argument**
7. Theoretical and practical **implications** (the 'so what?' factors!)
8. A good title, keywords and a **well written** abstract
9. Recent and relevant **references**
10. **Internationality**/Global focus



Polishing: Essential points for authors

Look for:

- ▶ Incorrect grammar, spelling and punctuation
- ▶ Flow, transition or sense problems
- ▶ Unintended typographical errors
- ▶ Accuracy of any mathematical or statistical content
- ▶ Incomplete or inaccurate references
- ▶ Ensure consistency over your manuscript
- ▶ Know your common mistakes
- ▶ Use, but don't rely on, the spell checker
- ▶ **Show the draft to someone else – have a fresh pair of eyes look at it**



How to avoid desk rejection

“Many papers are rejected simply because they don’t fulfill journal requirements. They don’t even go into the review process.”

Identify

The right journal/book

Read

Read at least one issue of the publication – visit your library for access

Follow

The author guidelines

Find out

Where to send the manuscript (for Emerald - ScholarOne)

Send

Send an outline or abstract and ask if it looks suitable and interesting – an opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal



Emerald author services



All relevant author services in one place

emerald PUBLISHING

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Author Services

NEED HELP WITH YOUR MANUSCRIPT? English Language Editing, Scientific Editing, Figure Preparation and Manuscript Formatting from Emerald. Make the process of preparing and submitting a manuscript easier with Emerald's suite of author services, provided by Peerwith.

BROWSE SERVICES

| | | |
|--|---|---|
| Scientific editing A senior writer in your academic field ensure the language as well as the science of your manuscript is perfectly written. Read more | Translation services Native speaking scientists with the right expertise will translate your work before the specified deadline. Read more | Statistical support Have your work or research design thoroughly checked for statistical soundness by the right experts. Read more |
|--|---|---|

authorservices.emeraldpublishing.com

Peerwith and Emerald Publishing: Connecting authors with selected experts

Scientific editing

A senior writer in your academic field ensure the language as well as the science of your manuscript is perfectly written.

[Read more](#)

Language editing

Find the right language expert to ensure your paper has the appropriate level of English.

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Visuals

Professionalize your illustrations, images or presentations to increase the impact of your scientific work.

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Literature search

Find someone with access to the right databases to do your literature search or analysis.

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Translation services

Native speaking scientists with the right expertise will translate your work before the specified deadline.

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Save time by leaving copy-editing up to an expert who can format your manuscript per required standards.

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Video

Communicate your research by using explanatory or summarizing animations, highlighting the essence of your work.

[Read more](#)

Peer review

Have experts analyze your paper before it's sent out to a journal.

[Read more](#)

Statistical support

Have your work or research design thoroughly checked for statistical soundness by the right experts.

[Read more](#)

Funding application support

Connect with experts in grant, research or funding proposal writing to support you in securing your science career.

[Read more](#)

Publication support

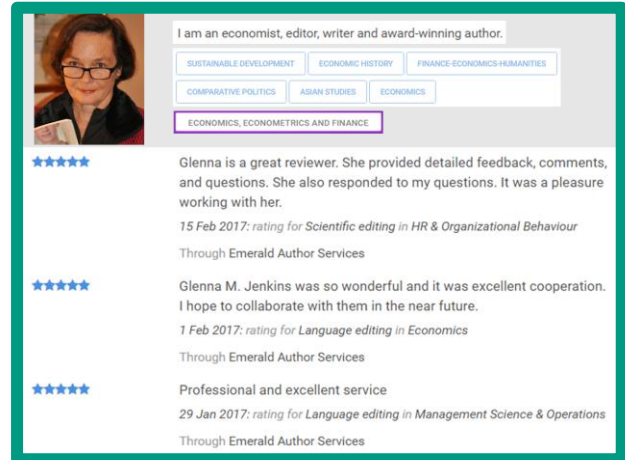
Ask a publishing consultant about journal selection, journal submission, manuscript review and more.

[Read more](#)

Indexing services

Find an indexing professional with the right expertise and background to index your book.

[Read more](#)



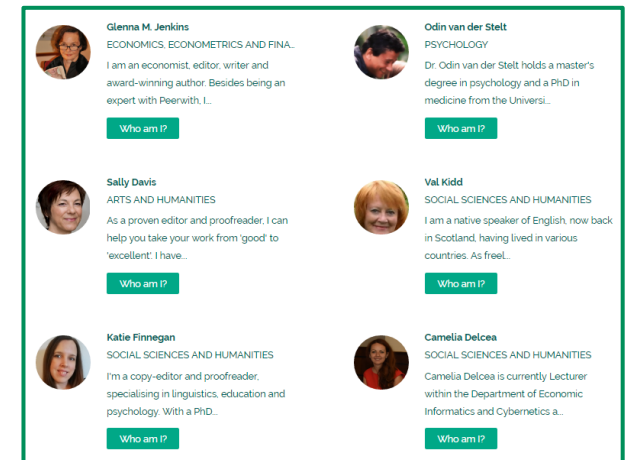
I am an economist, editor, writer and award-winning author.

SUSTAINABLE DEVELOPMENT ECONOMIC HISTORY FINANCE-ECONOMICS-HUMANITIES
COMPARATIVE POLITICS ASIAN STUDIES ECONOMICS
ECONOMICS, ECONOMETRICS AND FINANCE

★★★★★
Glenna is a great reviewer. She provided detailed feedback, comments, and questions. She also responded to my questions. It was a pleasure working with her.
15 Feb 2017: rating for Scientific editing in HR & Organizational Behaviour
Through Emerald Author Services

★★★★★
Glenna M. Jenkins was so wonderful and it was excellent cooperation. I hope to collaborate with them in the near future.
1 Feb 2017: rating for Language editing in Economics
Through Emerald Author Services

★★★★★
Professional and excellent service
29 Jan 2017: rating for Language editing in Management Science & Operations
Through Emerald Author Services



Glenna M. Jenkins
ECONOMICS, ECONOMETRICS AND FINANCE
I am an economist, editor, writer and award-winning author. Besides being an expert with Peerwith, L...

Who am I?

Sally Davis
ARTS AND HUMANITIES
As a proven editor and proofreader, I can help you take your work from 'good' to 'excellent'. I have...

Who am I?

Katie Finnegan
SOCIAL SCIENCES AND HUMANITIES
I'm a copy-editor and proofreader, specialising in linguistics, education and psychology. With a PhD...

Who am I?

Odin van der Stelt
PSYCHOLOGY
Dr. Odin van der Stelt holds a master's degree in psychology and a PhD in medicine from the Universi...

Who am I?

Val Kidd
SOCIAL SCIENCES AND HUMANITIES
I am a native speaker of English, now back in Scotland, having lived in various countries. As freeL...

Who am I?

Camelia Delcea
SOCIAL SCIENCES AND HUMANITIES
Camelia Delcea is currently Lecturer within the Department of Economic Informatics and Cybernetics a...

Who am I?

Working with Peerwith experts: The process

Request service

Requesting a service just takes two easy steps. Start by writing your request below. After you have posted your request, you will receive customized, no-obligation quotes within 24 working hours. In order to link up with the right expert, please be as specific as possible about your request.

Write request Sign up Done

Choose a category*

Language editing

Subject area*

Select a subject area

Number of words*

Enter the word count

Level of English*

Select your level of English

Instructions*

Please describe your request in as much detail as possible.

Deadline

Specify the date the work should be completed

Budget (US Dollars)

Specify your available budget

Price indication: \$0.04-0.06 per word

Fields marked with an asterisk are required.

Next

Tips

Pick "other" if the required category is not on the list.

Use the "instructions" field to be as specific as possible about your request.

No need to upload files yet, you can do that in our [secure environment](#) at a later stage.

Deadline and Budget are optional.

Learn more about our [safety, security and guarantees](#).

Author submits request

Quote: \$280.00 **ACCEPT**

JORDI CONVERSATION

Joak Pennington yesterday · reply

Hi Joak,
I hold a PhD in Linguistics and have worked as a professional editor for years (including for both well-known European publishers). I would be happy to take on your project.

Joak

Quote: \$336.00 **ACCEPT**

JORDI CONVERSATION

Thomas Stapel 2 days ago · reply

Greetings! I would be delighted to assist you with your paper. I served as the publisher for the marketing publishing program for Pearson Hall's material. I read and have earned an editor for marketing articles such as *White Matter*, *Science*, *Law*, *Finance*, and many others. I have had my own publishing consulting business for almost 11 years and clients include major academic presses such as MIT Press, Cambridge University Press, Oxford University Press, Elsevier, Wiley-Blackwell and others. My rate is \$100 per hour. I have not seen your paper, but could probably edit it within 6 hours. Let me know if you would like me to assess it. I normally spend 1 hour editing and then give you an indication of how long it will take me to complete. Also, please let me know how quickly you need this and if you also require reference editing. Best regards, Thomas Stapel, 1. Stapel Consulting.

Quote: \$336.00 **ACCEPT**

JORDI CONVERSATION

Josanna Parker 2 days ago · reply

Hi Joak,
I have been working as a freelance proofreading editor for over a year, working on a variety of texts, mainly academic and business documents, and have just happened to become an immediate member of the UK Society for Editors and Proofreaders. Most of the academic texts I work on are set for non-native English speakers, they have covered a wide range of subjects but I prefer to concentrate on topics in the humanities and social sciences.

I will be happy to edit your article to a high standard, correcting any mistakes in spelling, grammar, punctuation as well as rewording sentences that do not read so well as they could. I will also check the formatting of the citations and references, if required. I have experience of most of the main styles used online.

Josanna

JORDI CONVERSATION

Marian Vaher 3 days ago

Number of words: 1100
Level of English: advanced
Instructions: Researchers have requested editing. The paper is in the third round of review. It is written in English and it needs polishing.

STARTED CONVERSATION

Quote: \$300.00 **ACCEPT**

This service request comes through Emerald Group Publishing

Experts submit offer

DOC
The_ShiftStepOptimization@BeltC

Stephanie Bolyard 23 hours ago · reply

Got it. I was just offering to edit the language for your responses to reviewers, if applicable.

LX
Li xinwang yesterday

this is the paper

DOC
The_ShiftStepOptimization@BeltC

SENT TO STEPHANIE BOLIYARD

LX
Li xinwang yesterday

The reviewers did not put forward a large problem, you need to modify the paper, making the expression more professional and authentic

SENT TO STEPHANIE BOLIYARD

Stephanie Bolyard yesterday · reply

Wonderful. Look forward to reviewing your work.

LX
Li xinwang yesterday

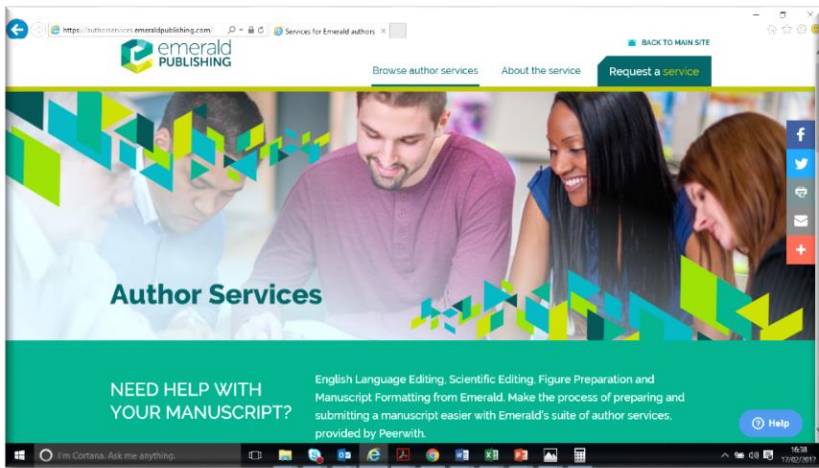
I accept your quote

SENT TO STEPHANIE BOLIYARD

Author and chosen expert collaborate

And here's an example...

“**HELP!** The subject of my journal article involves the legal history of medical translation. I'd like to submit the article to Emerald's *International Journal of Human Rights in Healthcare*, but I am not used to Harvard citation style.” – Bradley Oates, USA



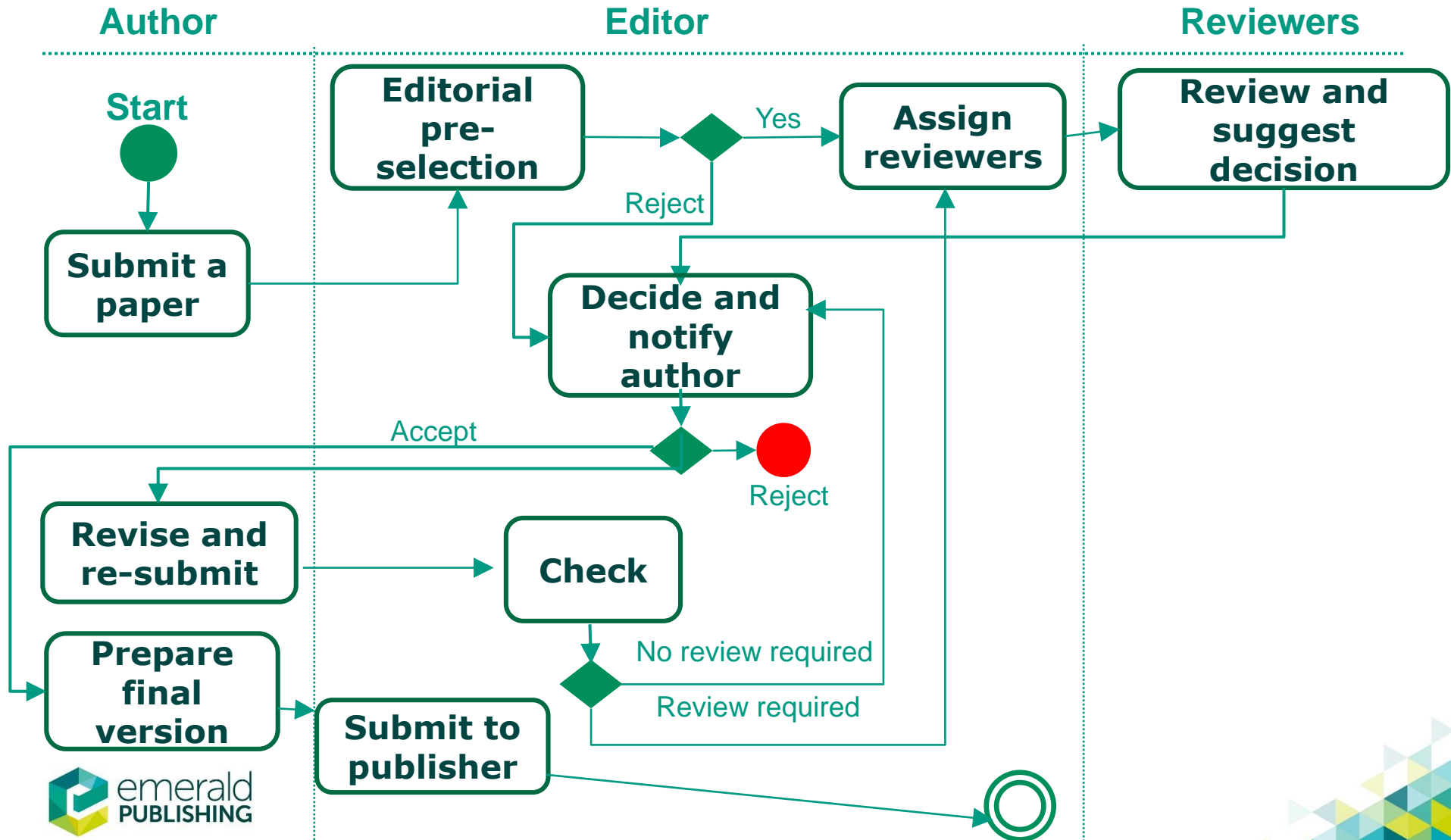
Connects with expert
Lucio Vinicius at UCL



RESULT!! Bradley says...
VERY good at looking at both citations and editing content. I couldn't recommend this editor more highly. Kept all of "me" in my article, and knew just where to cut. Very professional and knowledgeable.

Submitting your paper and the peer review process

The editorial process



Why does it take so long!!

Time dependant on a number of factors

- ▶ Volume of papers in queue for initial assessment
- ▶ Availability of reviewers
 - Difficulty finding subject specialists
 - Holidays
 - Reviewer workload
- ▶ Reviewer response time
 - If a reviewer doesn't respond to the initial request within two weeks another reviewer will be contacted
 - If a reviewer doesn't complete the review within time frame or then pulls out of completing the review process starts again.



Peer review



▶ **Single Blind Review**

The names of the reviewers are hidden from the author.

▶ **Double Blind Review**

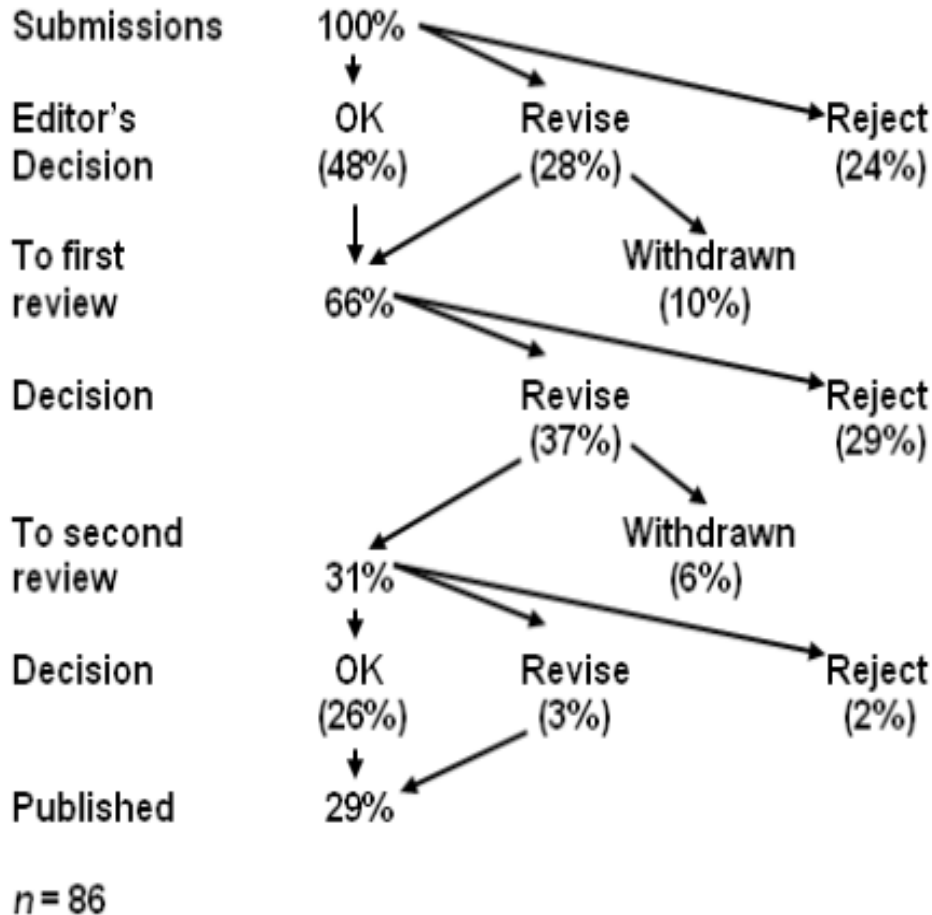
Both the reviewer and the author remain anonymous.

▶ **Open Review**

Reviewer and author are known to each other.

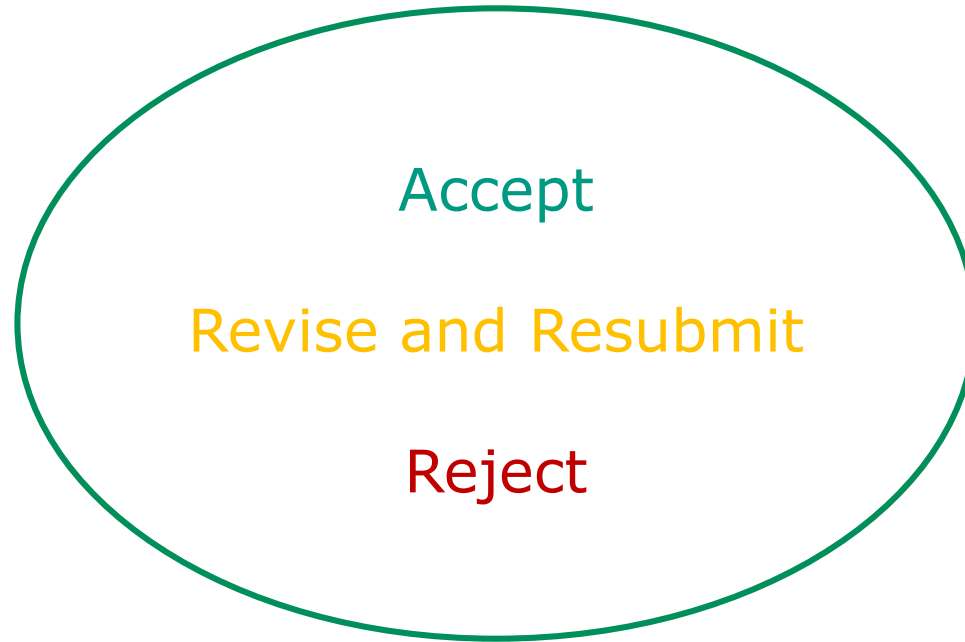


Surviving peer review: Decision process



- Do your homework and target your paper as closely as possible
- Everybody has been rejected at least once
- Don't be in the 16% who gave up!
- Ask and listen: most editors give detailed comments about a rejected paper.
- Try to improve and re-submit

Possible decisions



A request for Revise and Resubmit revision is

GOOD NEWS!

It is the heart and soul of the scholarly process.



Surviving peer review: Reasons for revision and rejection

Include:

- ▶ Not following instructions – author guidelines
- ▶ Inappropriate to the journal scope
- ▶ Problem with quality (inappropriate methodology, not reasonably rigorous)
- ▶ Insufficient contribution to the field

Questions of content:

Does the paper say something original?
Is the research methodology sound?
Is the paper grounded in the literature?
Is the paper accurate?
Is the writing clear?
Is the presentation logical?
How appropriate to a practitioner?
Use of graphs and other visual elements
Length

Questions of editorial accuracy:

Are all sentences clearly and grammatically constructed?
Are grammar and punctuation correct?
Have I eliminated spelling errors?
Is artwork correctly labelled and in the right sequence?
Are references correct?

The types of revision

Revision tips

DON'T TAKE IT PERSONALLY!

- ▶ Acknowledge the editor and set a revision deadline
- ▶ If you disagree with proposed revisions, explain why
- ▶ Clarify understanding if in doubt
- ▶ Consult with colleagues or co-authors
- ▶ Meet the revision deadline
- ▶ Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)



Copyright and publication ethics



Publication ethics

Authors and editors are supported by the Committee on Publication Ethics (COPE)

- ✗ Don't submit to more than one journal at once
- ✗ Don't self-plagiarise
- ✓ Clear permission to publish any 3rd party content, interview or case study
- ✓ Seek agreement between authors
- ✓ Disclose any conflict of interest



Publication ethics: Copyright

- ▶ As the author, you need to ensure that you get permission to use content you have not created, to avoid delays, this should be done before you submit your work
- ▶ Supply written confirmation from the copyright holder when submitting your manuscript
- ▶ If permission cannot be cleared, we cannot republish that specific content
- ▶ More information including a permissions checklist and a permissions request form is available at:

http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm

<http://www.emeraldinsight.com/authors/writing/permissions.htm>



Publication ethics: Plagiarism

- ▶ The act of taking someone else's work and passing it off as your own (false attribution). It is considered fraud!
- ▶ Hard to detect with peer review but there are new tools to help us
- ▶ Emerald's entire portfolio is included in iThenticate web-based software from iParadigms <http://www.ithenticate.com/>
- ▶ Emerald's Plagiarism Policy can be seen at <http://www.emeraldinsight.com/about/policies/plagiarism.htm>
- ▶ For more general information visit <http://www.plagiarism.org/>



Keep these points in mind to achieve...

Presentation

Understand your target market

Be ethical

Learn from the review process

In collaboration

Check and check again

Attention to detail

Take your time

Involve your peers

Originality

Now spread the word!



Dissemination and promotion of your paper



Dissemination and promotion: How to make your paper discoverable

- ▶ Use a **short descriptive** title containing main keyword – don't mislead
- ▶ Write a **clear and descriptive abstract** containing the main keywords and following any instructions as to content and length
- ▶ Provide **relevant and known** keywords – not obscure new jargon
- ▶ Make your references **complete and correct** – vital for reference linking and citation indices

All of this will make your paper more discoverable online which means more dissemination and potentially more citations



Dissemination and promotion: Structured abstracts

- ▶ **A structured abstract** – in 250 words or less (no more than 100 in any one section)
- ▶ **Purpose** – Reasons/aims of paper
- ▶ **Originality/value** – Who would benefit from this and what is new about it?
- ▶ **Design** – Methodology/'how it was done'/scope of study
- ▶ **Findings** – Discussion/results
- ▶ **Research limitations/Implications** (if applicable) – Exclusions/next steps
- ▶ **Practical implications** (if applicable) – Applications to practice/'So what?'
- ▶ **Social implications** (if applicable) – Impact on society/policy



Dissemination and promotion: Before publication

- ▶ Register for an Orchid ID
- ▶ Develop an online presence and start building a community:
- ▶ Build your contact base
- ▶ Use social networks to expand your reach
- ▶ Create a website or a blog
- ▶ Leverage your professional, corporate, and academic connections
- ▶ Volunteer as a reviewer



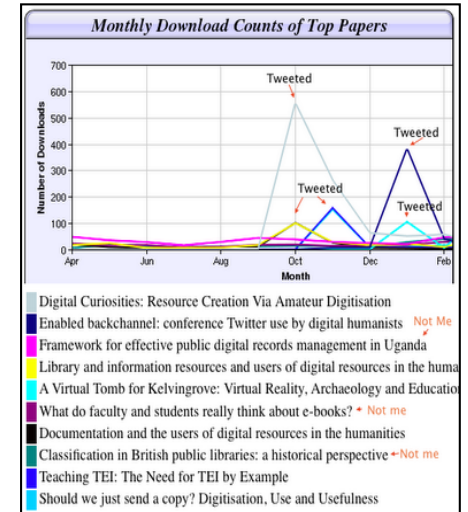
Dissemination and promotion: At publication

- ▶ Spread the word effectively within your community
- ▶ Let people know it is now available to be read and cited
- ▶ Make the most of your publisher's PR campaign, work with them to develop relevant, successful marketing messages
- ▶ Let your institutional press office know so they can spread the word – does your institution subscribe?
- ▶ Contact those you've cited



Dissemination and promotion: After publication

- ▶ Encourage readers to write reviews about your work
- ▶ Promote your video abstract or discussion piece that can help to draw attention to your research via www.growkudos.com
- ▶ Keep promoting your work over social media channels: <http://melissaterras.blogspot.co.uk/>



KUDOS

Stand out.

Make sure your research gets read and applied.

Register for free now

Wherever you publish or share your work, use Kudos to make this more effective:

- Open up your research so new audiences can find and understand it.
- Track the most effective networks for getting your work read, discussed and cited.
- Learn where to focus your efforts to make best use of your time.
- Improve the metrics by which you are evaluated.

Dissemination and promotion: Spread the word

Journal articles are ideal:

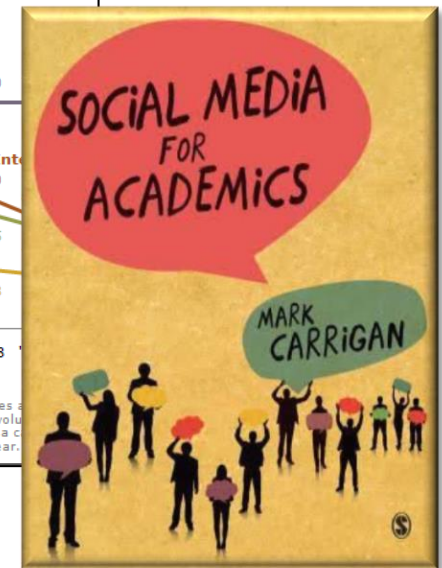
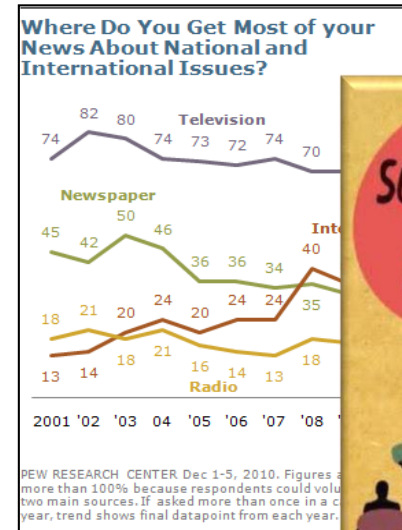
- Up-to-date, legitimate content that is critical for specialists in your networks
- Collaboration is essential for journal production, same as it is for Twitter, Academic.edu, LinkedIn etc.

Members of social networks are:

- Eager to share information
- Looking to collaborate

Resources

- <http://www.people-press.org/2011/01/04/internet-gains-on-television-as-publics-main-news-source/>
- <https://markcarrigan.net/social-media-for-academics/>



Dissemination and promotion: Working with publisher:



Explore our latest research through infographics, videos, magazines, blogs and more developed by the User Engagement team.

Consumerism



Whether you're an early planner or a last minute purchaser, for those that celebrate the festive season gift buying is part and "parcel" of the festivities. Read a selection of our latest consumerism research and check out our Isicle "Christmas shopping wars: Man versus woman".

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Cartoon: Teacher Professional Learning



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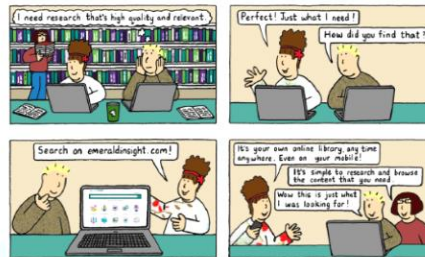
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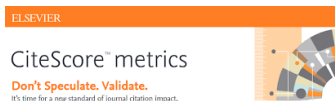
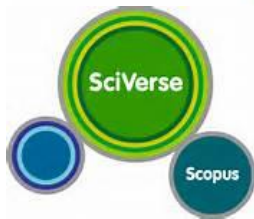
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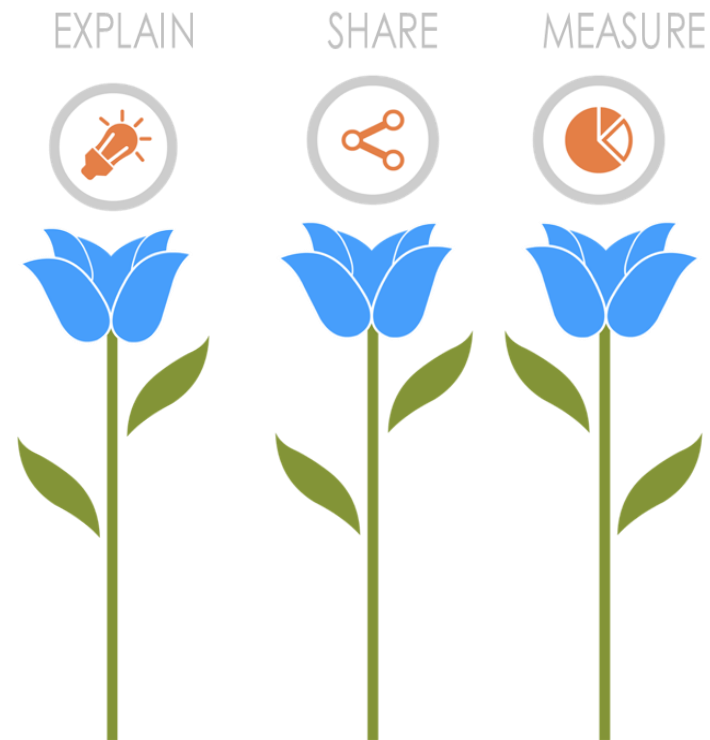
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Kudos and Emerald Publishing: in partnership to support research

- ▶ KUDOS is a platform that helps researchers to undertake more outreach around their work and thus increase understanding and impact
- ▶ Improve the impact, awareness, and dissemination of their research publications

3 simple steps



Step 1: Explain

Researchers add a plain language explanation of their work

Personal perspectives bring the research to life

Linked resources help set the work in context

The screenshot shows a KUDOS publication page. At the top, there's a navigation bar with 'Register | Sign In | Menu'. The main title is 'The retrieval effectiveness of search engines on navigational queries' by Dirk Lewandowski. Below the title, there's a 'Read Publication' button and a 'Claim this publication' button. The page is in partnership with Emerald Publishing. There are tabs for 'About', 'Metrics', 'Authors', and 'Related Publications'. A 'Resources' section is highlighted with a black box, listing external resources like 'Alladi Venkatesh at UCI', 'Pioneering and Precursor Piece by A. Fuat Firat', 'Nikhilesh Dholakia on Google Scholar', 'Baudrillard and postmodernism', and 'Po-Mo Page: Martin Irvine, Georgetown'. A callout box on the right says 'co-author, please claim this using the button above. You can and share it to help increase'. Another callout box on the left, titled 'Perspectives', features Mr Makoto Kimura (Author) and a plain language explanation of the research.

Perspectives



Mr Makoto Kimura (Author)

Coupled with the results generated by the performance models a comparison of each game series showed that although word-of-mouth and backward serialization may influence sales performance for the first title in a console game series, sales of the second title in the series were most heavily influenced by forward serialization and advertising. The author further found that word-of-mouth via social networks was unlikely to affect the sales performance of a series' second title.

Step 2: Share

Researchers share coded links to their publication profile pages on any network

About **Share** Metrics Authors Activity Log

Post a trackable link to your publication on your social media accounts or via email, a blog post or online. We can then map your posts against metrics to help you understand which of these is helping you increase your readership.

Social Media

Select which accounts to post to:

- Post to Facebook:
- Post to Twitter:
- LinkedIn is not yet authorized: Authorize now

Characters remaining: 115

Post

Email or post online

Create a trackable link to copy and share via email, other social media, or academic websites and networks (such as Mendeley, ResearchGate or Academia.edu.)

Generate Link

Email or post online

Create a trackable link to copy and share via email, other social media, or academic websites and networks (such as Mendeley, ResearchGate or Academia.edu.)

Your trackable link is:

<http://goo.gl/YXBGnp>

Share by email Copy link

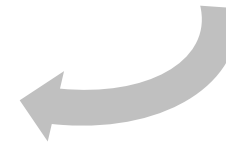
 **Nikhilesh Dholakia**
@TeamCAQTUS

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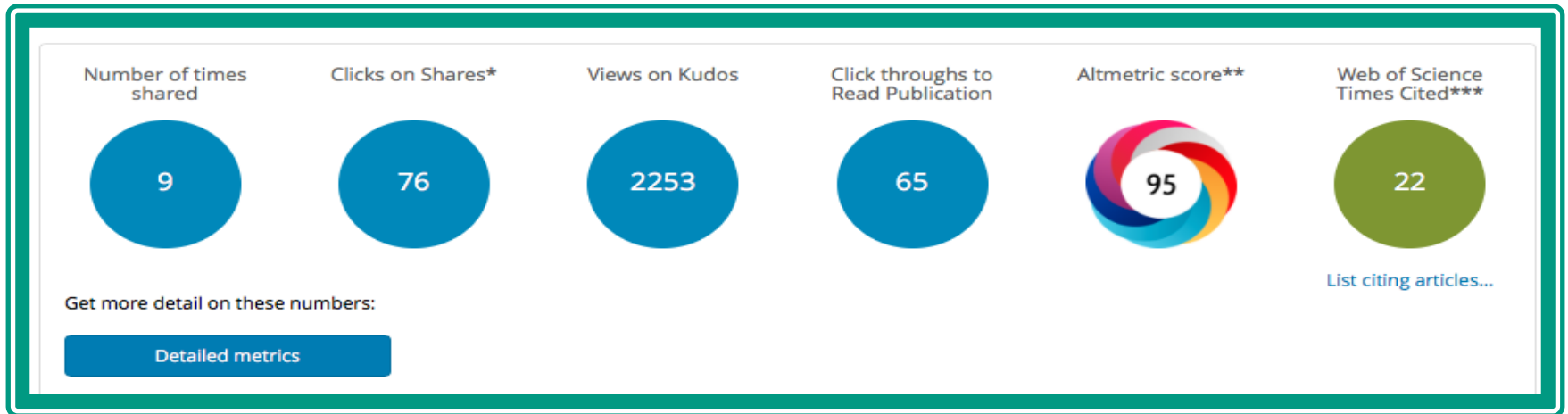
#Critical view of #postmodern #advertising goo.gl/yqhco2 ... illustrative of many concepts of this paper

 **Postmodernism and marketing**
The idea of postmodernism -- especially as an epochal moment that represents the impending eclipse of high modernity, and the possibilities of new directions -- has influenced art, architecture,...
growkudos.com

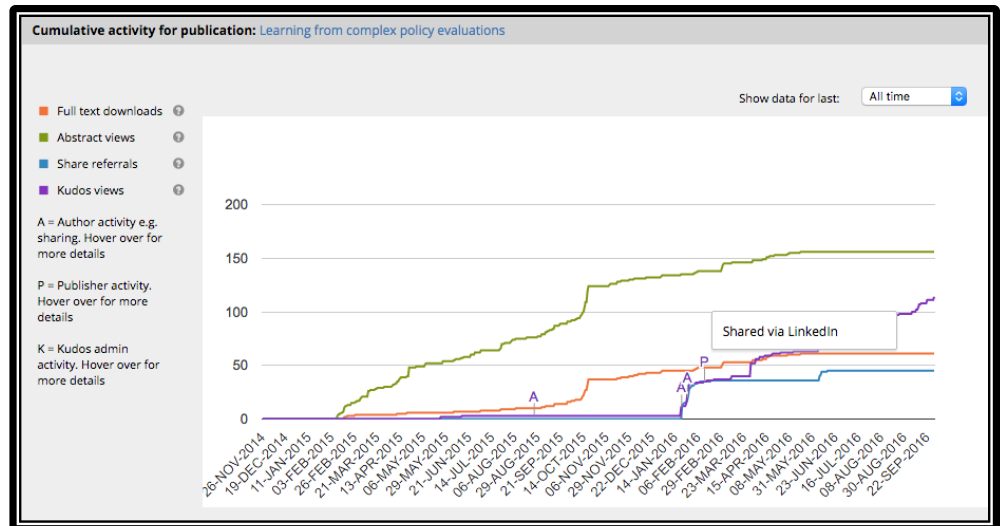
RETWEET 1



Step 3: Measure



| Date | Event Type | Notes | Referrals |
|-----------------|--------------|---|-----------|
| 16-SEP-15 18:15 | Share | Shared via Facebook | 5 |
| 16-SEP-15 18:13 | Share | Shared via Twitter read tweet | 11 |
| 16-SEP-15 18:11 | Share | Shared via LinkedIn | 12 |
| 16-SEP-15 18:08 | Add Resource | Add Resource of type related | - |
| 16-SEP-15 18:06 | Edit | Author Perspective text added | - |
| 16-SEP-15 18:05 | Edit | "Why is it important?" text added | - |
| 16-SEP-15 18:03 | Edit | "What's it about?" text added | - |
| 16-SEP-15 17:59 | Edit | Short title added | - |
| 16-SEP-15 17:49 | Claimed | Dr Pete A Lund claimed the publication | - |



Improving reach and impact

Using Kudos is

- ✓ Quick
- ✓ Easy
- ✓ Effective



Source: Google Analytics



Source: analysis of Kudos activities and results by the Altmetrics team at Nanyang Technological University – in press

Small efforts maximize results!

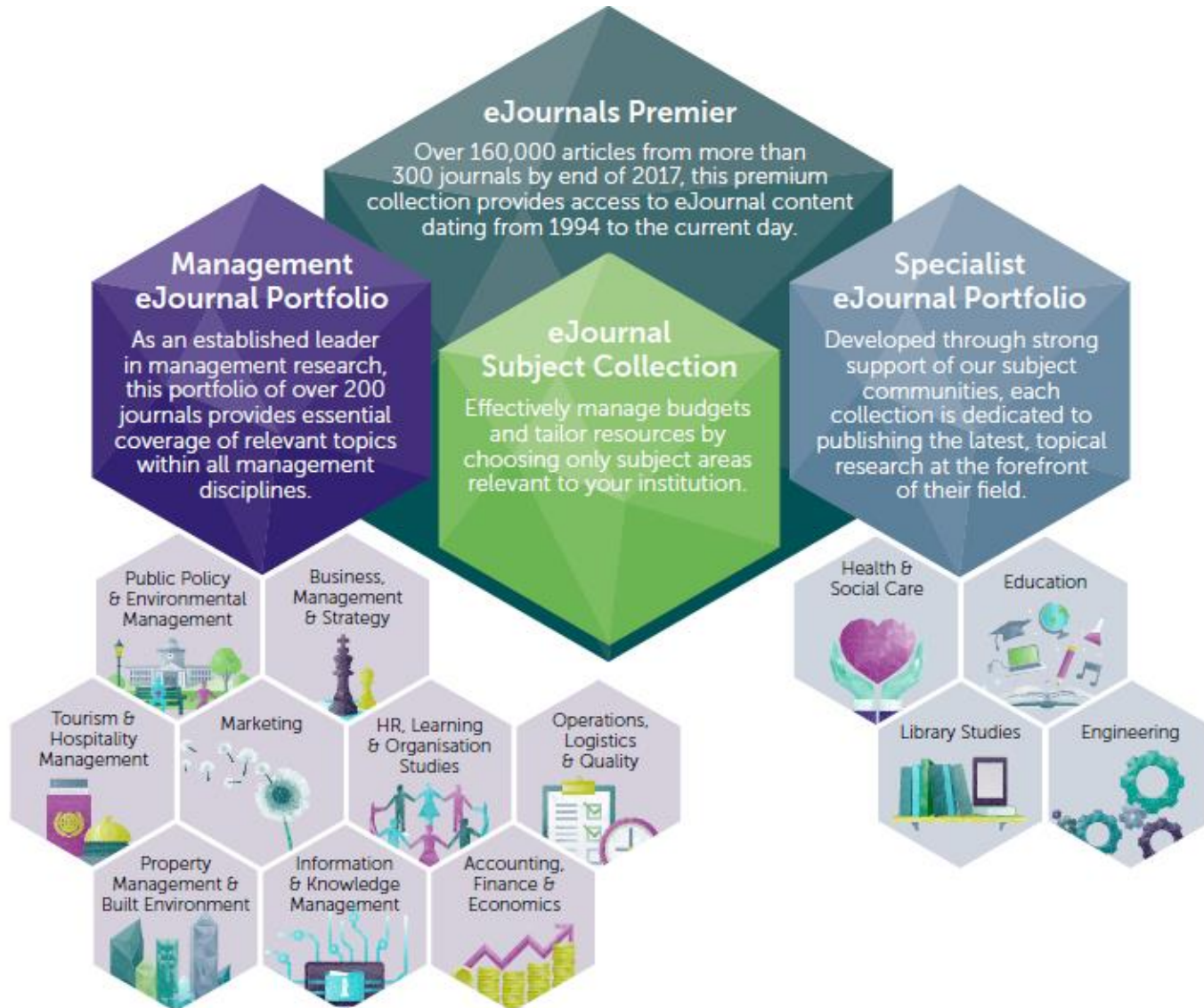


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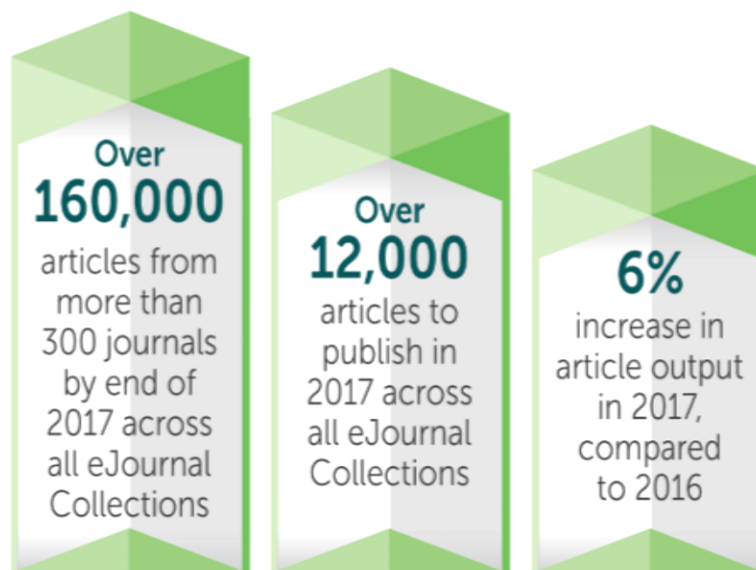
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