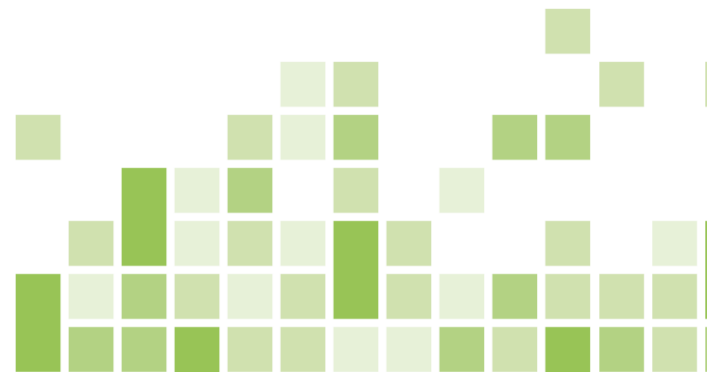




ТОМСКИЙ
ПОЛИТЕХНИЧЕСКИЙ
УНИВЕРСИТЕТ



**Повышаем заметность и цитируемость статей.
Web-сервисы ELSEVIER.**

**Камышная Ксения Сергеевна
Отдел развития публикационной активности,
эксперт**

9 марта
2017

Содержание

Как:

- опубликовать статью в зарубежном журнале?
- сделать так, чтобы вашу статью чаще читали и цитировали?
- сделать так, чтобы вашими данными пользовались другие ученые?
- продемонстрировать достоинства разработки?
- рассказать о своем исследовании простыми словами?



Elsevier support



Зачем?

- Ежегодный рост количества публикаций (около 3млн. в год)
- Только 20% из всех опубликованных статей читаются учеными
- 82% опубликованных статей ни разу не цитируется



Ваша публикация не должна потеряться в потоке информации

1. Elsevier Publishing Campus



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- Бесплатные лекции
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- Видео-лекции
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Elsevier Publishing Campus

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HOME > COLLEGES > COLLEGE OF SKILLS TRAINING > RESEARCH WRITING SKILLS

About this college
Welcome to scholarly publishing
Research writing skills
Publishing in general
Books publishing
Peer review
Research funding
Research Data
Ethics
Getting noticed
Open science
Resources for skills training

Writing for Journals

What makes a great journal paper?
And how do you know where to start? Who can help you? What are journal editors looking for? How long will it take and are you really ready to publish? These fundamental questions (and more!) are asked by millions of researchers each year so watch the lectures and take the training to make sure you know the pitfalls and secrets of success.

LATEX
Beginners guide to writing a manuscript in LaTeX
Find out how to use this highly powerful typesetting system.
INTERACTIVE COURSE

HOW TO RESPOND TO REVIEWERS' COMMENTS
How to respond to reviewers' comments
Receiving back a review is not always easy, what's the best way to respond to increase your chances of getting published?
ONLINE LECTURE

HOW DO EDITORS LOOK AT YOUR PAPER?
How do Editors look at your paper?
Looking at your paper through the eyes of an editor will help you understand what to focus on when writing and submitting the paper
ONLINE LECTURE

Различные
тематик

Elsevier Publishing Campus

HOME COLLEGES ABOUT MEDIA HELP

HOME > COLLEGES > COLLEGE OF SKILLS TRAINING > USING PROPER MANUSCRIPT LANGUAGE

Why is language important?

Compiled by: Anthony Newman
[View Biography](#)

- Poor language quality can delay or block publication of work
- Proper English should be used throughout the manuscript

The importance of using of proper scientific language in a manuscript is covered in this lecture. All the main ways to present your work, including the correct use of tenses and grammar, as well as why proper language is vital, are featured.

Короткие видео-ролики

How to get published: using proper scientific language

HOME PAUSE RESTART

Why is language important?

- Poor language quality can delay or block publication of work
- Proper English should be used throughout the manuscript

TRANSCRIPT

It's important to take seriously the presentation of your manuscript, especially the language you use to communicate your results. Without clear and proper language, editors and reviewers will not grasp the full message or impact of your work. Even though the findings you report might be cutting edge, poor language quality, including errors in grammar, spelling, or language usage, could delay publication or could lead to outright rejection of the paper, preventing the research from getting the recognition it deserves.

Proper English should be used throughout the entire manuscript, including the captions and headings in figures, charts, graphs, and photos.

PAGE 02 OF 12

Интерактивные
презентации

Сервисы для увеличения видимости и цитируемости

1. Highlights

- Основные результаты статьи
- 3-5 пунктов объемом не более 85 символов, включая пробелы

Highlights

- Nine themes on ESL and EFL source use emerged from 53 empirical studies.
- L2 English source use pedagogy should ensure transparency, knowledge, and engagement.
- L2 English source use themes inter-relate in cultural, language, and educational dimensions.

«Educational Research Review», ИФ-3,860
<http://www.sciencedirect.com/science/article/pii/S1747938X16300264>

Highlights

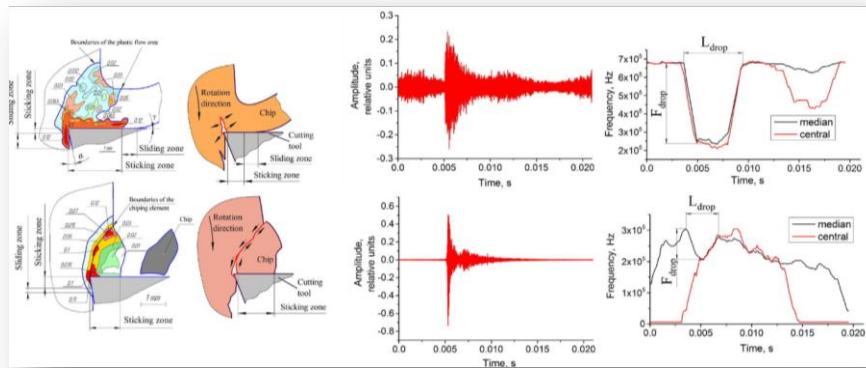
- We model the short-pulsed implantation of carbon into the silicon.
- We show that the pulsed high-intensity ion beam creates the high temperature gradient in the depth of the silicon target.
- The high gradient leads to diffusion of the carbon atoms adsorbed on the silicon surface.
- It is shown, that carbon atom diffused from surface make the main contribution to the forming of concentration profile.

ТПУ

«Surface and Coatings Technology», ИФ-2,139
<http://www.sciencedirect.com/science/article/pii/S0257897216303103>

Сервисы для увеличения видимости и цитируемости

2. Graphical abstract

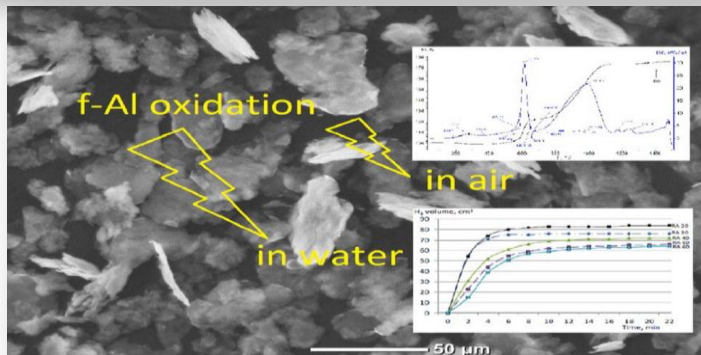


ТПУ



«Applied Acoustics», ИФ-1,462

<http://www.sciencedirect.com/science/article/pii/S0003682X16304406>

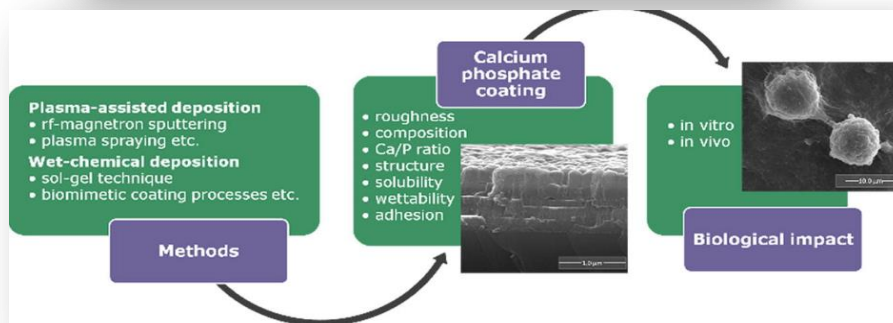


ТПУ



«Powder Technology», ИФ-2,759

<http://www.sciencedirect.com/science/article/pii/S0032591016308786>



ТПУ

125 цитирований с 2014 г.

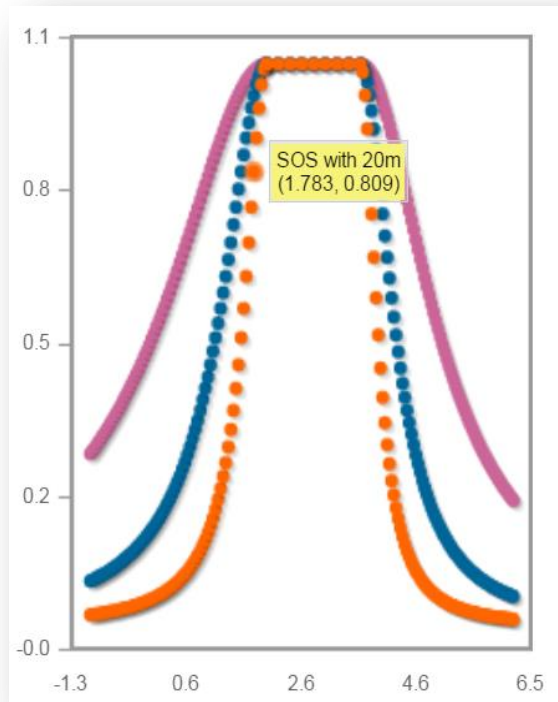


«Acta Biomaterialia», ИФ-6,008

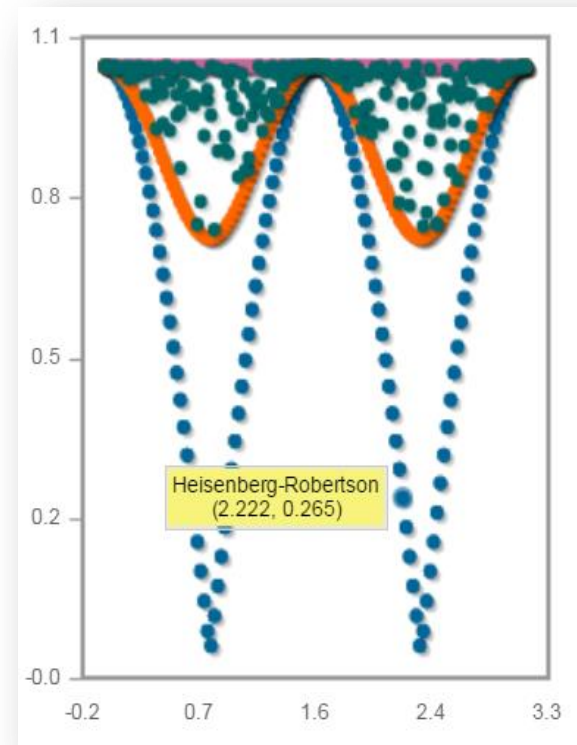
<http://www.sciencedirect.com/science/article/pii/S1742706113005539>

3. Interactive plot

- Демонстрация полученных данных



«Journal of Power Sources», ИФ-6,333
<http://www.sciencedirect.com/science/article/pii/S0378775316306140>



«Physics Letters A», ИФ-1,677
<http://www.sciencedirect.com/science/article/pii/S0375960116303917>

Сервисы для увеличения видимости и цитируемости

4. AudioSlides

- Короткая презентация от автора об исследовании

Московский институт электронной техники

View author presentation
Recorded 1 Dec 2015

STM observation of a box-shaped graphene nanostructure appeared after mechanical cleavage of pyrolytic graphite

Rostislav V. Lapshin
Applied Surface Science
doi: 10.1016/j.apsusc.2015.09.222

This presentation has not been peer-reviewed.
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Navigation controls: volume, back, play, forward, and full screen.

«Applied Surface Science», ИФ-3,15
<http://www.sciencedirect.com/science/article/pii/S0169433215023533>

View author presentation

The Phanerozoic Stable Strontium Isotope Record of Seawater: New Constraints on Past Changes in Oceanic Carbonate Fluxes

Hauke Vollstaedt et al.
Geochimica et Cosmochimica Acta
4 slides, 04:54 min

This presentation has not been peer-reviewed.
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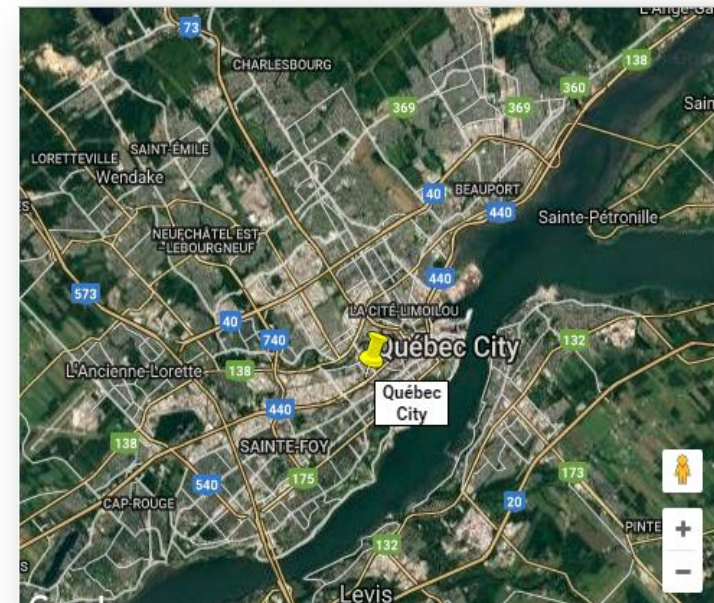
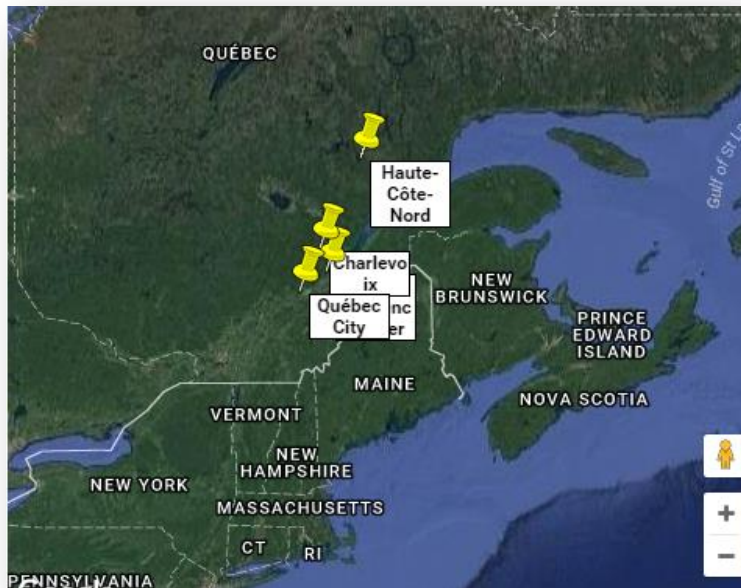
Navigation controls: volume, back, play, forward, and full screen.

«Geochimica et Cosmochimica Acta», ИФ-4,315
<http://www.sciencedirect.com/science/article/pii/S0016703713005620>

Сервисы для увеличения видимости и цитируемости

5. 3D Viewers

☐ 3D карты

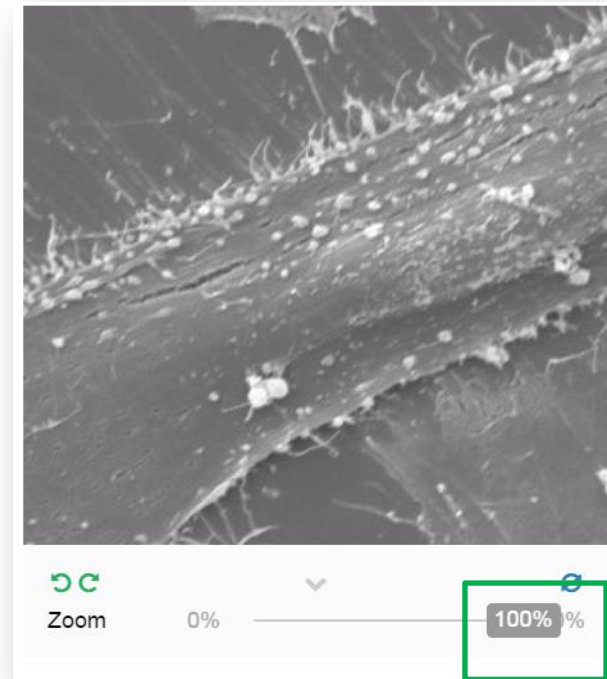
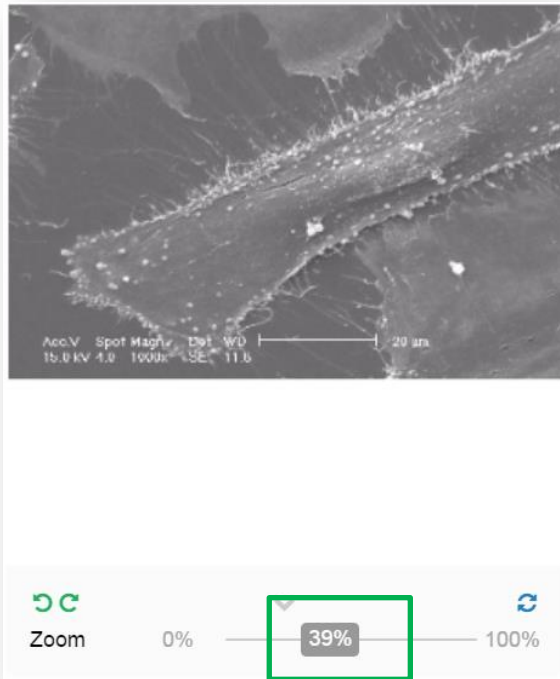


«Journal of Hydrology: Regional Studies»,

<http://www.sciencedirect.com/science/article/pii/S2214581815000634>

5. 3D Viewers

☐ Virtual Microscope

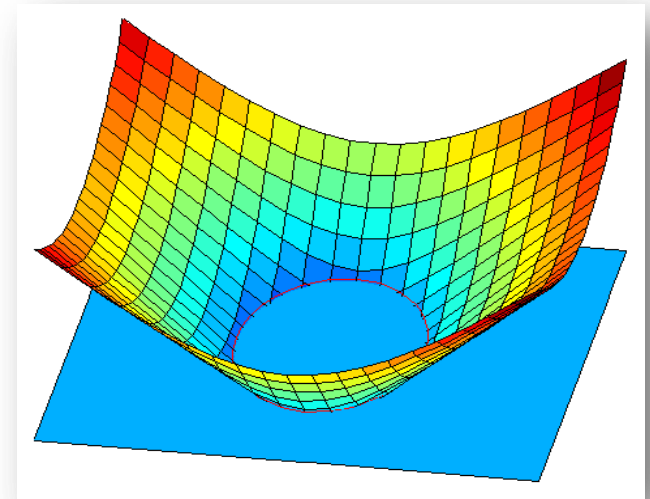
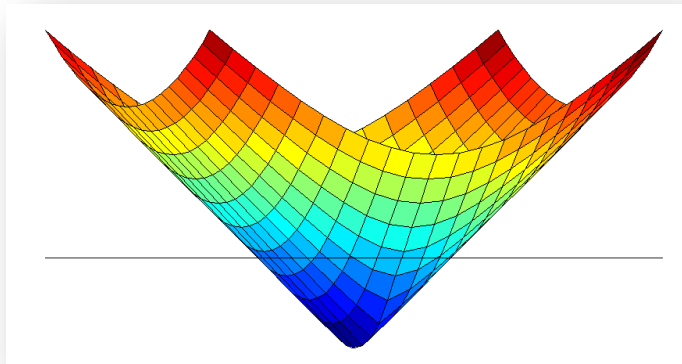


«Experimental Cell Research», ИФ-3,378

<http://www.sciencedirect.com/science/article/pii/S0014482715300239>

5. 3D Viewers

- ❑ MATLAB figures



«Computer Methods in Applied Mechanics and Engineering», ИФ-3,467

<http://www.sciencedirect.com/science/article/pii/S0045782512002198>

Вид «привлекательной» статьи

Основные выводы

Highlights

- A dysprosium(III) compound **1** has been synthesized and structurally characterized.
- Magnetic measurements of **1** exhibit a typical of double magnetic relaxation.

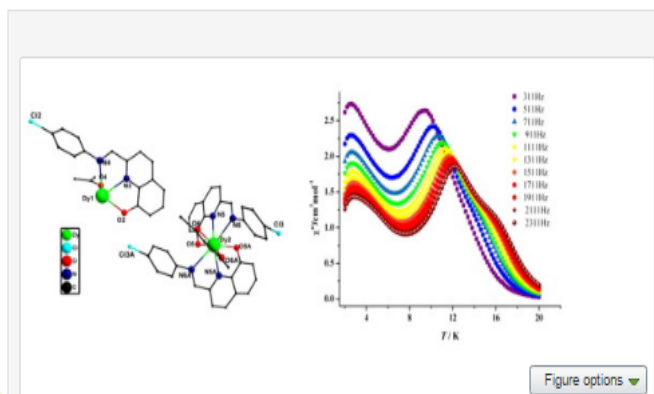
Abstract

A dysprosium(III) compound, $\{[Dy_{1.5}(\text{acac})_{1.5}(\text{L})_2][Dy_{1.5}(\text{acac})_{1.5}(\text{L})_2] \cdot 0.5\text{H}_2\text{O}\}_n$ (**1**) (acac = acetylacetonate, HL = 2-[4-chlorophenyl]imino]methyl]-8-hydroxyquinoline), has been synthesized, structurally and magnetically characterized. The X-ray structural analysis exhibits that the compound **1** is composed of two crystallographically independent $[Dy_{1.5}(\text{acac})_{1.5}(\text{L})_2]$ moieties. The central Dy(III) ion is eight-coordinated with one bidentate acetylacetonate and two Schiff base ligands (HL). Magnetic measurements indicated that two magnetic relaxation processes were clearly observed in **1**, typical of double magnetic relaxation of SMM behaviors.

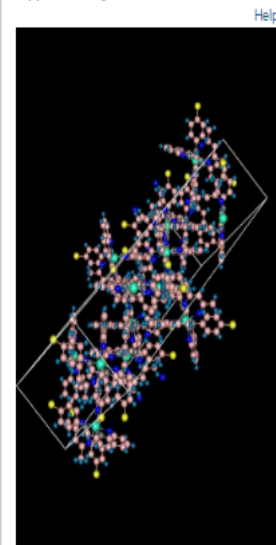
Graphical abstract

A dysprosium(III) compound, $\{[Dy_{1.5}(\text{acac})_{1.5}(\text{L})_2][Dy_{1.5}(\text{acac})_{1.5}(\text{L})_2] \cdot 0.5\text{H}_2\text{O}\}_n$ (**1**) (acac = acetylacetonate, HL = 2-[4-chlorophenyl]imino]methyl]-8-hydroxyquinoline), has been synthesized, structurally and magnetically characterized. Magnetic measurements indicated that two magnetic relaxation processes were clearly observed in **1**, typical of double magnetic relaxation of SMM behaviors.

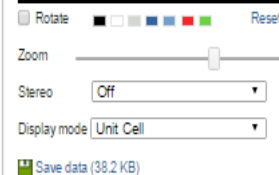
Графический абстракт



Supplementary 3D models



Интерактивная 3D модель



Data for this Article



Исходные данные

3. Продвижение статьи через социальные сети



Продвижение статьи через социальные сети

1. ResearchGate

Бесплатная социальная сеть для сотрудничества ученых всех научных областей



2. LinkedIn

Крупнейшая сеть для поиска профессиональных контактов



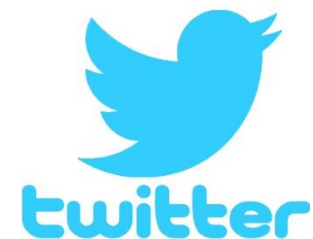
3. Mendeley

Бесплатная программа для управления библиографической информацией



4. Twitter

Социальная сеть для публичного обмена сообщениями



Продвижение статьи через социальные сети

Altmetrics

- Данные социальных сетей для определения значимости и влияния публикации

The screenshot shows the article page for "State of the aRt personality research: A tutorial on network analysis of personality data in R" by Giulio Costantini et al. The Altmetrics section is highlighted with a green box and shows the following data:

- 5 Tweepsters
- 1 Facebook user
- 1 Google+ user
- 133 Mendeley readers

The total number of social media interactions is 9, as indicated by the number '9' next to the bar chart. A 'Help' icon is also visible next to the Metrics section.

Заключение

Использование современных интерактивных возможностей позволяет:

- Заинтересовать читателя и сделать публикацию понятной каждому
- Сделать ваши результаты доступными для дальнейшего использования



- Увеличить цитируемость публикации
- Найти новых коллег для сотрудничества



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Видео-ролик «Статьи будущего»:

https://www.youtube.com/embed/1dXkmgkYuEg?utm_campaign=article_of_the_future_low_xp&utm_medium=email&utm_source=RD+Station&v=1dXkmgkYuEg

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