



Research Visibility in the Digital Age

Why Every Researcher Needs Google Scholar, ResearchGate, Academia, and ORCID

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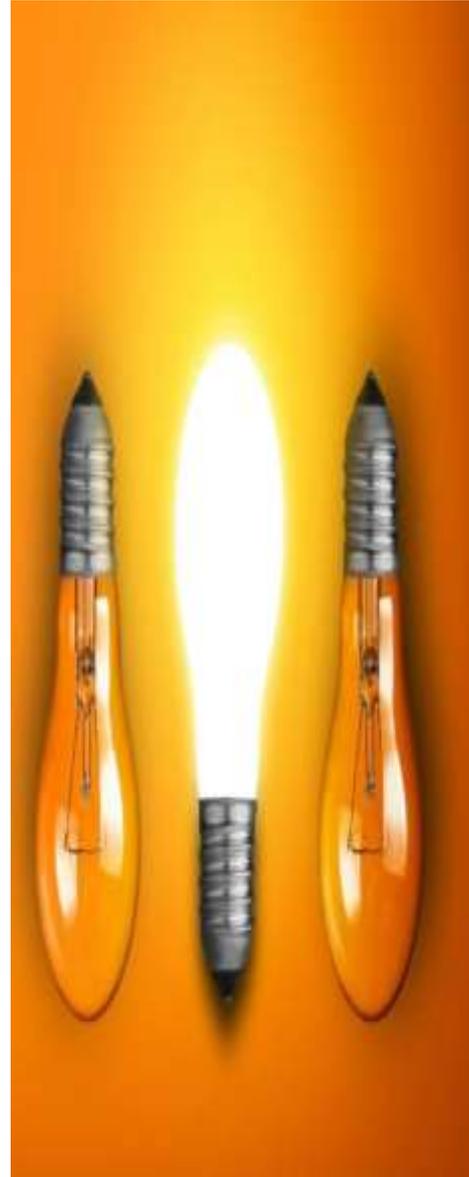


Introduction

Research Visibility

The post-publication effort made by a researcher to ensure her intellectual work can be:

1. discovered, accessed, cited, and recognized by the global academic community.
2. It is not just about publishing but ensuring the research reaches the right audience.
3. Intellectual Footprint
4. Knowledge Exposure
5. Citation Presence
6. Scholarly Presence



Why is it important?

- Enhances academic reputation and credibility.
- Increases chances of citations, collaboration, and funding.
- Promotes knowledge sharing and societal impact.
- Supports career growth through recognition and evaluation metrics (h-index, i-index, citation counts, etc.).



Importance of Research Visibility

The Digital Shift in Scholarly Communication



- Traditional research dissemination (print journals, conferences) had limited reach.
- Today, digital platforms have globalized scholarship, making research instantly available worldwide.
- The rise of open access, academic networking sites, and digital identifiers has transformed visibility.



Key Tools for Research Visibility



- Free academic search engine.
- Provides citation tracking, h-index and i-index
- Researchers set up profile and upload their research output.



- Academic social networking site.
- Sharing publications, asking/answering research questions.
- Building collaborations across disciplines.



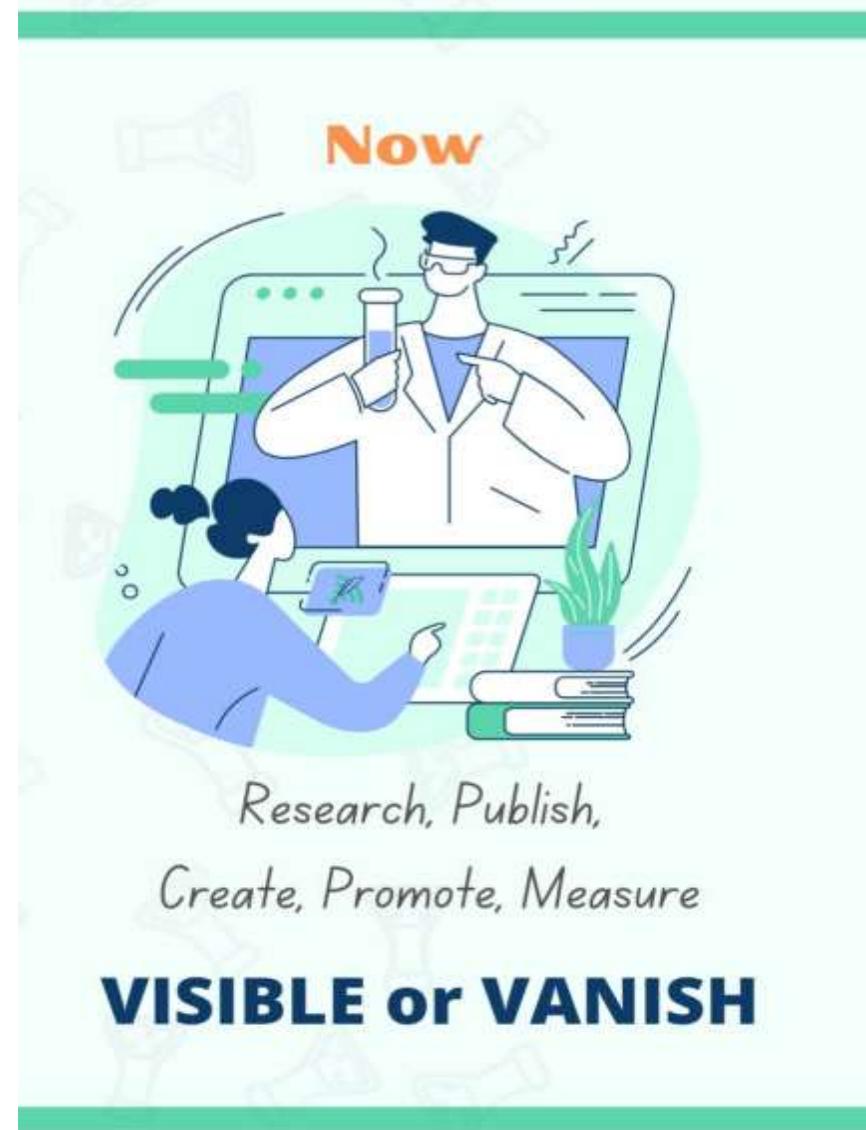
- showcasing research.
- Analytics on readership and global reach.
- Networking opportunities.



- Unique researcher identifier.
- Solves the problem of name similarity.
- Integrates with publishers, grant systems, and databases

Best Practices for Using These Tools

- Keep profiles updated with
- latest publications.
- Use keywords to improve
- discoverability.
- Engage with peers through discussions and
- collaborations.
- Link accounts (e.g., ORCID with Google Scholar,
- publishers, and research databases).



Conclusion

Research visibility is no longer optional, it is essential. These tools complement each other for maximum impact.

A call to action:

“Make your research visible, or it risks being invisible in the digital world.”



• THANK YOU •

ANY QUESTION?