

# Increasing the Impact of Stanford's Medical Research

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Thursday, August 29, 2024



# Agenda

## The Role of Publication Planning

2

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*Multistakeholder Discussion on Open Access and Medical Publishing* released during the 15th Annual Meeting of ISMPP in 2019.

The White Paper is the first-ever released by the Society.

- ▶ Impact Factor
- ▶ Citations vs bibliometrics
- ▶ Open access changed everything
- ▶ Altmetrics  
<https://www.metrics-toolkit.org/>
- ▶ Predatory publishers
- ▶ Publication extenders

# Defining Impact: Citations, but whose?

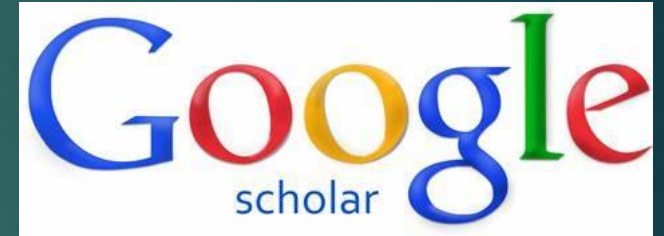
"in Scopus, each publication indexed has, on average, 10-15% more citations than our nearest competitor."



- ▶ 24,000+ journals
- ▶ Master Journal List
- ▶ demonstrate high levels of editorial rigor and best practice



- ▶ 29,200 active serial titles, books, and more
- ▶ all rigorously vetted and selected by an independent review board



- ▶ ????????
- ▶ articles 2019 - 2023
- ▶ a substantial fraction of scholarly articles published in the last five years
- ▶ publications with 100+ articles in the last five years

# Journal Impact Factor™ (JIF) calculation

- ▶ “ a ratio which divides a journal’s received citations by a count of its published articles.” - Clarivate
- ▶ 
$$\text{JIF} = \frac{\text{Citations in 2024 to items published in 2023 + 2022}}{\text{Number of citable items in 2023 + 2022}}$$
- ▶ In 2023 JIF began using 1 decimal place not 3
- ▶ Most-recent data are from *previous year*

# impact factors vs Journal Impact Factor™ (JIF)

5

- ▶ Lowercase “impact factor” usually refers to JIF
- ▶ JIF is calculated from citations in Journal Citation Reports™ (JCR)
- ▶ JCR calculates citations from the Web of Science Core Collection™
- ▶ **Web of Science™** is a master list of approved, quality journals
  - ▶ **All data products trademarked by Clarivate**

*h-index*  
*Eigenfactor*  
*CiteScore*  
*SNIP*



# MEGAJOURNALS

## Main Characteristics of OAMJs (open access mega-journals)

- very broad scopes generally encompassing a whole discipline
- does not consider the importance of the research topic or obtained results.
- accelerates the review and publication process

Dinis-Oliveira, RJ. Open-access Mega-journals in Health and Life Sciences: What Every Researcher needs to know about this Publishing Model. *Curr Drug Res Rev.* 2022, (14)1:3-5

Ioannidis JPA, Pezzullo AM, Boccia S. The Rapid Growth of Mega-Journals: Threats and Opportunities. *JAMA.* 2023 Apr 18;329(15):1253-1254.

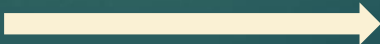


Table. The Most Prolific Mega-Journals in Biomedicine<sup>a</sup>

Journal	Publisher	Full papers in 2022, No.	Journal impact factor
<i>Scientific Reports</i>	Springer	21 850	4.996
<i>International Journal of Environmental Research and Public Health</i>	MDPI	16 889	4.614
<i>International Journal of Molecular Sciences</i>	MDPI	15 899	6.208
<i>PLoS One</i>	PLOS ONE	15 654	3.752
<i>Sensors</i>	MDPI	9753	3.847
<i>Molecules</i>	MDPI	8972	4.927
<i>Frontiers in Immunology</i>	Frontiers	7831	8.787
<i>Nature Communications</i>	Springer	7452	17.694
<i>Frontiers in Oncology</i>	Frontiers	7232	5.738
<i>Journal of Clinical Medicine</i>	MDPI	7140	4.964
<i>Cancers</i>	MDPI	6110	6.575
<i>Frontiers in Pharmacology</i>	Frontiers	5379	5.988
<i>Nutrients</i>	MDPI	5266	6.706
<i>Frontiers in Microbiology</i>	Frontiers	5216	6.064
<i>BMJ Open</i>	BMJ	5115	3.007
<i>Frontiers in Public Health</i>	Frontiers	5043	6.461
<i>Chemosphere</i>	Elsevier	4771	8.943
<i>Journal of Pharmaceutical Negative Results</i>	Wolters	4148	NA
<i>Cells</i>	MDPI	4036	7.666
<i>Water Switzerland</i>	MDPI	4020	3.530
<i>Foods</i>	MDPI	4016	5.561
<i>Medicine US</i>	Lippincott	3943	1.817
<i>Frontiers in Medicine</i>	Frontiers	3923	5.058
<i>Heliyon</i>	Elsevier	3883	3.776
<i>Frontiers in Genetics</i>	Frontiers	3567	4.772
<i>Animals</i>	MDPI	3508	3.231

Abbreviation: NA, not available.

<sup>a</sup> For the full table, see the [Supplement](#).

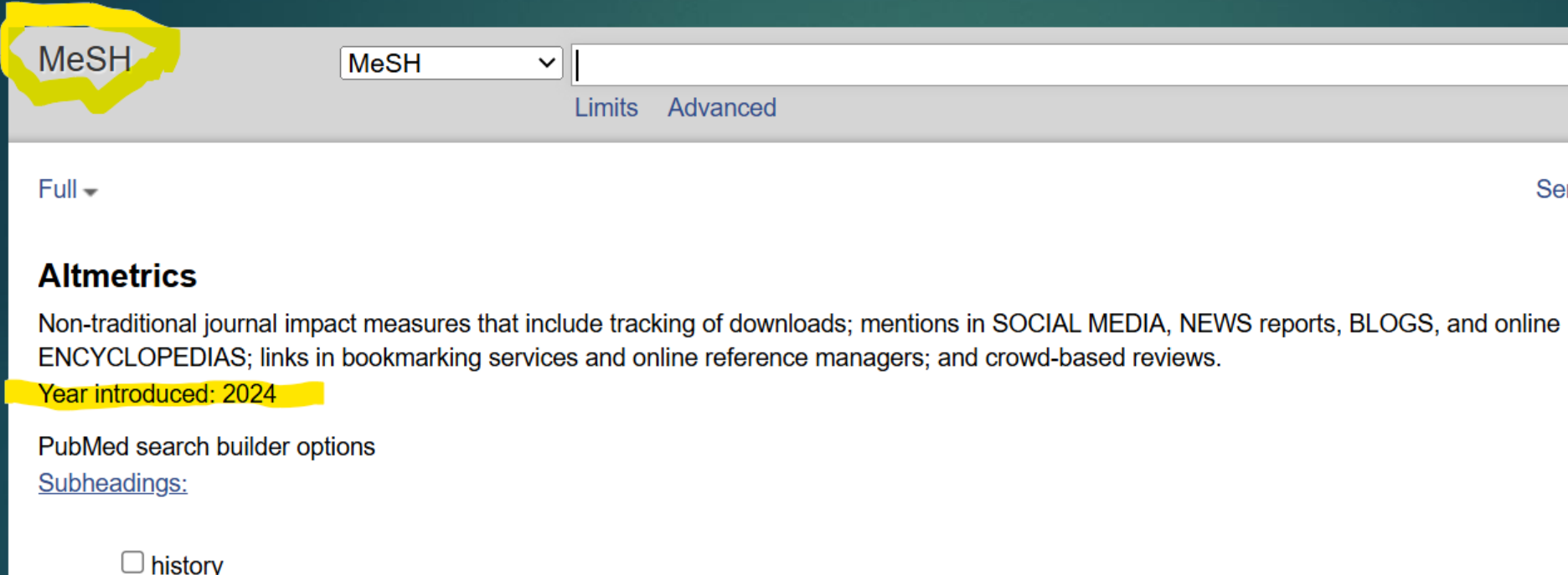


## The San Francisco Declaration on Research Assessment (DORA 2012)

includes a requirement to eliminate the use of journal-level metrics in funding, appointment and promotion considerations

# Altmetrics: More than journal impact factor

8



MeSH

MeSH

Limits Advanced

Full

Send

### Altmetrics

Non-traditional journal impact measures that include tracking of downloads; mentions in SOCIAL MEDIA, NEWS reports, BLOGS, and online ENCYCLOPEDIAS; links in bookmarking services and online reference managers; and crowd-based reviews.

Year introduced: 2024

PubMed search builder options

[Subheadings:](#)

☐ history



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Altmetric

Mertrics Toolkit <https://www.metrics-toolkit.org/> c/o Samantha Wilaira

*Bibliometrics*


*Journal of the Medical Library Association (JMLA),*

*Scientometrics*

SNIP







*“For publication planners, it’s a strategic imperative to publish research in the place it will have the most impact.” - Altmetric*

- **Create a blog post**
- **Write a press release and distribute to science-focused media**
- **Tweet and ask your team members to tweet**

5 Tips To Enhance Your Research Paper’s Visibility And Altmetric Score.”  
Zhavoronkov A. *Forbes*. Apr 17, 2024.

The colors of the Altmetric donut each represent a different source of attention:

### The Colors of the Donut

- |                               |                             |
|-------------------------------|-----------------------------|
| Policy documents              | Google+                     |
| News                          | LinkedIn                    |
| Blogs                         | Reddit                      |
| Twitter                       | Research highlight platform |
| Post-publication peer-reviews | Q&A (Stack Overflow)        |
| Facebook                      | Youtube                     |
| Sina Weibo                    | Pinterest                   |
| Syllabi                       | Patents                     |
| Wikipedia                     |                             |



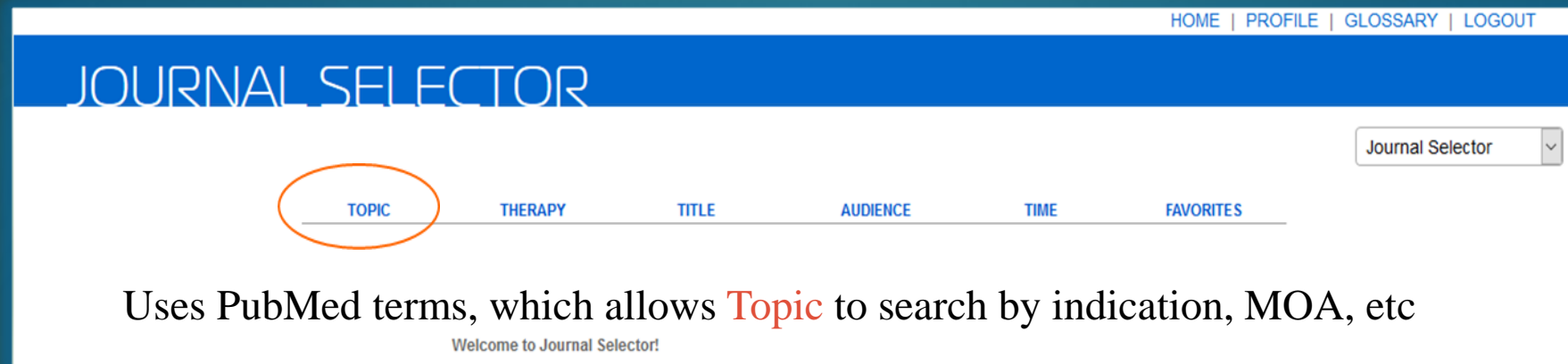
The amount of each color in the donut will change depending on which [sources](#) a research output has received attention from:

# PubMed does **NOT** imply legitimacy !!

11

Many **PMC** (PubMed Central) articles contaminate the data set thanks to open access requirements of funders

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# Predatory Publishers: **RED FLAGS**

12



Email solicitations



Spelling and  
grammar errors



Short sub-to-pub  
times



Unclear publisher  
information

# Anti-predator tools

13



<https://thinkchecksubmit.org>

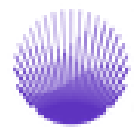
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Open Access Scholarly Publishing Association  
(OASPA) <https://oaspa.org/>



Directory of Open Access Journals  
<https://doaj.org/>



Web of  
Science  
Group

**Master Journal List**



# Publication Extenders

14

**Visual/graphical abstract**

**Audio files, including podcasts**

**Videos: content, interview, animations**

**PLS (Plain Language Summaries)**

**Data journals**

**FigShare**

**Tweets, Instagram, etc**

**Preprint servers**

**Omnichannel marketing**




News for Medical Publication Professionals

# Journal Selection dashboard

Quickly find the best journal to publish in with ease

Talk to us





Thank you for your time and attention  
if not citation

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