Guest Editorial

Ways to Increase Usage and Citation of Your Article

First of all I congratulate the whole team of International Journal of Oral and Maxillofacial Pathology (IJOMP) for being noted widely by the dental and medical academic world and increase citation index with various indexing bodies. Further, In reference to editorial by you in various issues of IJOMP I would like to thank you for highlighting the challenge remaining in completing for authors to engage in contemporary research. However, from the careful appraisal, I would like to provide authors recommendations for promoting own articles using newer channels that will offer a direct way to reach readership and that will result in an increased usage and citation of an article.

Scientific community requires metrics to gauge the impact and productivity of research. Citations in other journal articles are generally accredited measure of scientific impact. Citations are the basis for metrics like the h-index (by Hirsch JE 2005) and its derivatives, which are used to evaluate the efficiency and impact of individual researchers, or the impact factor (it is a measure of the frequency with which the “average article” in a journal has been cited in a given period of time), which is used to evaluate the scientific impact of journals.

Foremost focus of authors should be on investigation and writing good papers. Knowing current citation system has disadvantage and should be enhanced. We should also consider to advertise our publications a little bit (ethically); let’s label it as “citation marketing”. Here are few recommendations for the authors to boost their citations:

1. Keep the title and key words easy, simple, understandable at they will be pivotal when the author is searching for relevant support articles.
2. Self Citation: you can self-cite your own relevant work in the manuscript. This will not only add to your citation index but also establish your authority over a particular subject. While self-citation of relevant papers is legitimate, excessive self-citation can indicate a manipulation. Thomson Reuter’s resource known as Web of Science, the company which now lists journal impact factors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect.
3. Promote the article content via twitter which is then cited by other researchers and practitioners depending on their search parameters.
4. To my experience many authors have Wikipedia as the starting point for their research. Search for pages that are related to your article covers and add your article as a reference. If relevant page is not present, you can create one.
5. You can increase amount of traffic to your article via YouTube. Many students just like Wikipedia also use YouTube videos as an initial way of researching a topic.
6. Include your papers on your websites, LinkedIn profile, Facebook or other communities. Also start to blogging and simulate debate on the area of concern.

Dear authors despite the hurdles in contemporary research and scientific writing, let us never cease to publish and share new scientific insights for the sake of knowledge. All the best;

Reference


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