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從引用 到 能見度與社會影響力

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黃偉富 PhD MBA



THE TOP 100 PAPERS

Nature explores the most-cited research of all time.

BY RICHARD VAN NOORDEN,
BRENDAN MAHER AND REGINA NUZZO

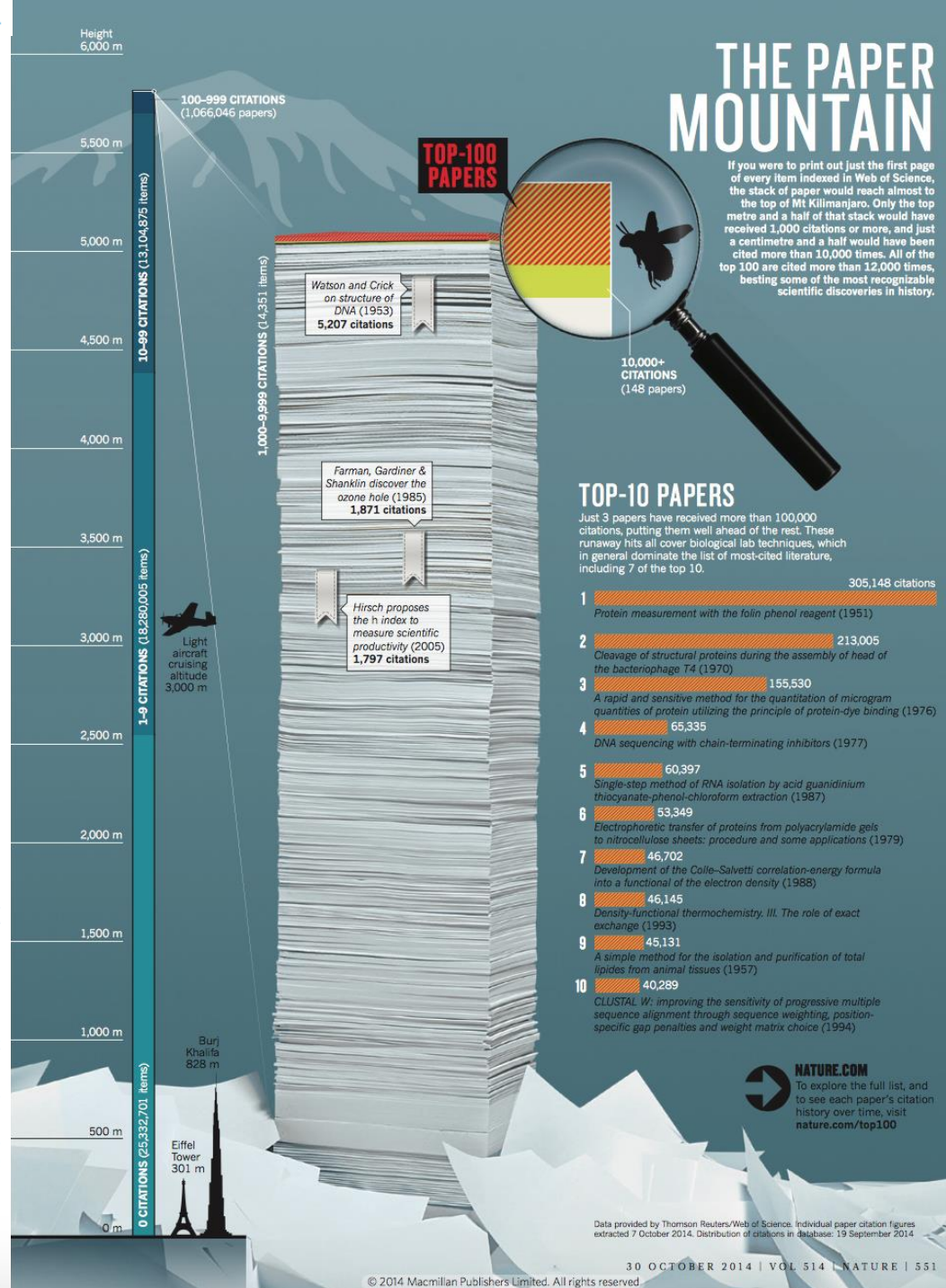
The discovery of high-temperature superconductors, the determination of DNA's double-helix structure, the first observations that the expansion of the Universe is accelerating — all of these breakthroughs won Nobel prizes and international acclaim. Yet none of the papers that announced them comes anywhere close to ranking among the 100 most highly cited papers of all time.

Citations, in which one paper refers to earlier works, are the standard means by which authors acknowledge the source of their methods, ideas and findings, and are often used as a rough measure of a paper's importance. Fifty years ago, Eugene Garfield published the Science Citation Index (SCI), the first systematic

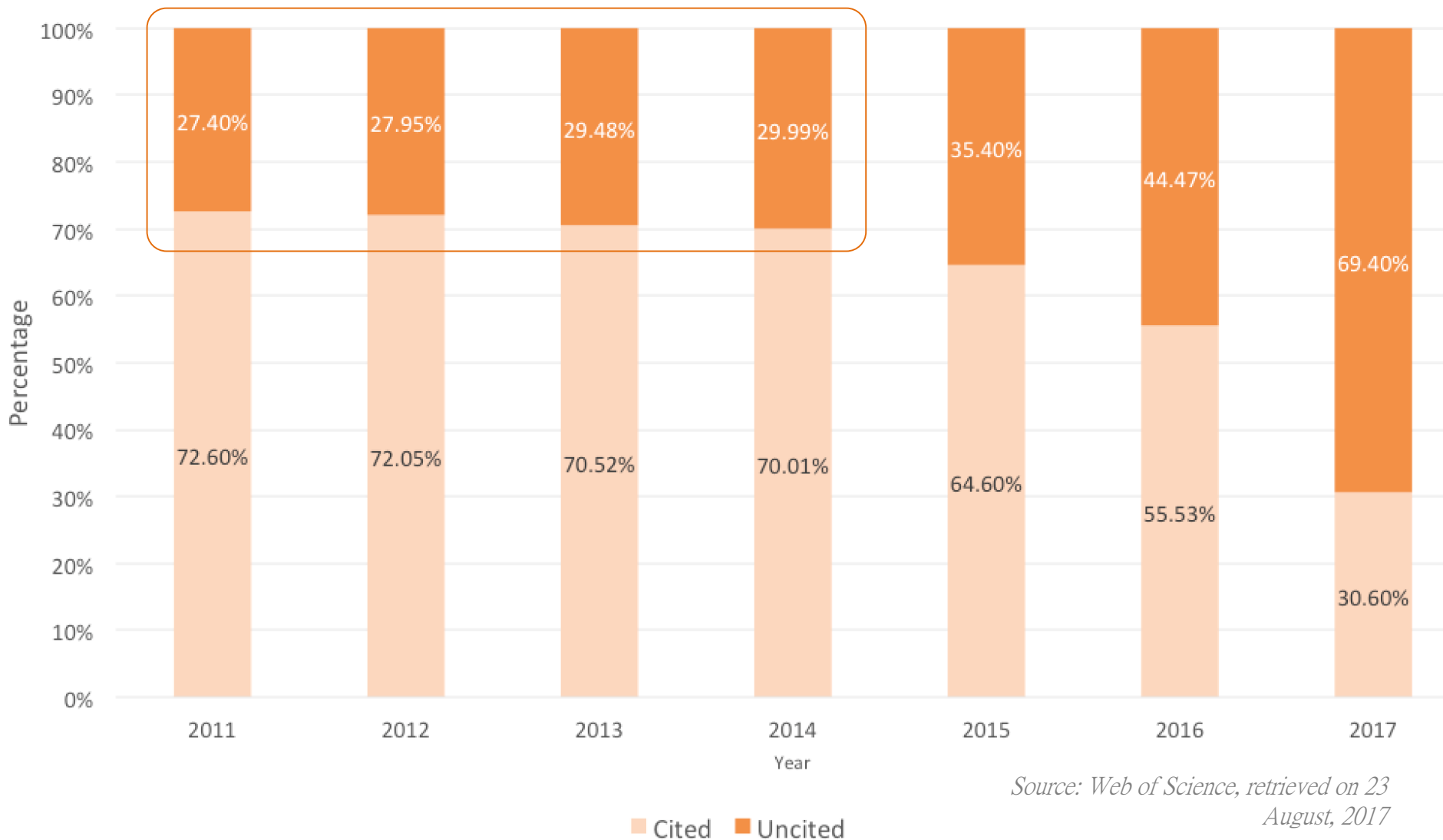
of carbon nanotubes (number 36) are indeed classic discoveries. But the vast majority describe experimental methods or software that have become essential in their fields.

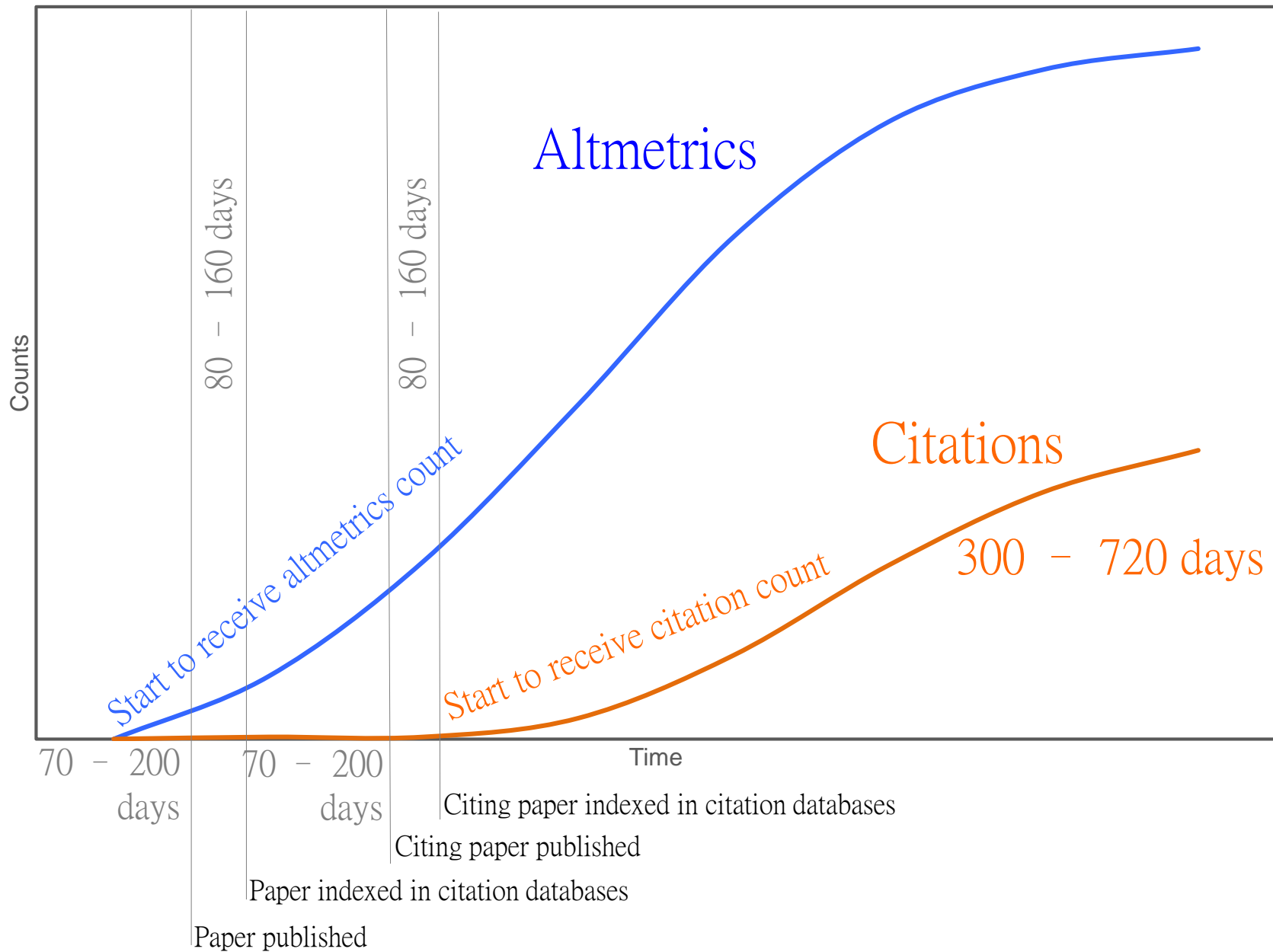
The most cited work in history, for example, is a 1951 paper² describing an assay to determine the amount of protein in a solution. It has now gathered more than 305,000 citations — a recognition that always puzzled its lead author, the late US biochemist Oliver Lowry. "Although I really know it is not a great paper ... I secretly get a kick out of the response," he wrote in 1977.

The colossal size of the scholarly literature means that the top-100 papers are extreme outliers. Thomson Reuter's Web of Science holds some 58 million items. If that corpus were scaled



About 30% of Zero Citation Articles in Nature after 4 years and beyond





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for
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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.



Name: Dr Nikhilesh Dholakia
Role: Professor
Specialty: Business & Management
Institution: University of Rhode Island
Country: United States



Kudos is a very effective tool for researchers to build web pages that explain their works in popular language, and enable the creation of a deep resource base around these works.



EXAMPLE: <http://bit.ly/dholakia>



ACTION: Added explanatory text and resources Shared via Twitter



RESULT: 628 views of the publication on Kudos / 8 shares via online channels / 30 share clicks



Name: Joanne Begiato
Role: Professor
Specialty: History
Institution: Oxford Brookes University
Country: United Kingdom



I signed up to Kudos in the hope of getting more people to read my research publications. I've been delighted with the outcome; my work has received many more views than it would without Kudos. I've also been impressed by the way Kudos helps me reach out through social media and track the data on how my publications are being shared and discussed.



EXAMPLE: <http://bit.ly/kfathers>



ACTION: Added explanatory text Shared via social media



RESULT: 234 click throughs from Twitter 727 views of Kudos page



Name: Professor Philip Gale
Role: Professor
Specialty: Chemistry
Institution: University of Southampton
Country: United Kingdom



I have found Kudos really useful. It not only helps me improve the visibility of my papers, by highlighting them to my social network, but also provides a way of widening the audience for the work by linking a lay summary of the work to the paper.



EXAMPLE: <http://bit.ly/Lipidbilayer>



ACTION: Added explanatory text and resources Shared via Twitter



RESULT: 635 views of the publication on Kudos / 366 clicks from shares on Twitter & Facebook

EXPLAIN



SHARE




MEASURE




Plain Language Summary

KUDOS



Karine Dupre
Current affiliation: Griffith University
Subject speciality: Architecture & Planning
Primary location: Australia

Publications

 The New Gold Coast Chinatown
Published in: International Journal of Tourism Cities
Publication date: May 2015

What's it about?

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about...

[Read more >](#)

Publisher's Comment



Usage of full-text articles trebled for those authors using the Kudos tools

<http://www.emeraldgroupublishing.com/about/news/story.htm?id=6247>

Purpose
– The purpose of this paper is to study the relationship between culture-based tourism and cultural sustainability in the established tourism destination of Gold Coast, Australia. The paper also contributes to the debate on local development and tourism through evaluating the development of the newly-born Gold Coast Chinatown.

Design/methodology/approach
– Two types of analysis were developed for this study. The first one aims at assessing the general features of the case study site. It was done by the urban analysis of the precinct, the count of the shops associated with the identification of their function (e.g. retail, services, etc.), street visual survey, and the assessment of ethnic expression/representations. The second analysis aims at assessing place-attachment, development impacts and cultural attitude. It was done by questionnaire surveys.


Findings
– The analysis evidences mainly two findings. First, tradition, authenticity or ethnicity are not perceived as key drivers, and tangible pre-requisites do not appear as a priority for a culture-based tourism development. Second, correlation studies show the longer the length of residence the higher is the attitude towards positive perceived economic impacts and positive cultural attitudes. It is the opposite of what is usually found in literature review. As such, it challenges the concept of cultural sustainability, and helps us to reconsider the weight of the evaluative factors of community attachment, development impact and cultural attitude in tourism development.

Originality/value
– The recent creation of the Gold Coast Chinatown not only raises the question of the rationale of what is usually recognised as a community-based settlement, hence its cultural foundation and the legitimacy of transfer of cultural models, but also the processes at stake between cultural sustainability and tourism development. To the knowledge, no publication exists on this case study.


Original Abstract

- Important structure and language for specialists
- But takes time to read even the abstract
- And not easy for non-specialists to understand


What's it about?

 From the authors
This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about this development.

Why is it important?

 From the authors
This work is timely because the Chinatown is still under development and has not reached yet its final phase. It not only documents the physical features at this stage but also evidences the surprisingly positive attitudes.

Perspectives

 **Karine Dupre** (Author)
Unlike other cities, the City of Gold Coast is really entrepreneur-like and it is striking to find out that people from our survey are in majority supporting this direction. It means that place-making cannot be considered only from the 'traditional' perspective of 'normal' cities.

Simple Summary

- Quicker for specialists to scan and filter
- Easier for non-specialists and speakers of other languages to understand
- Better for engagement with media and the public

Kudos for Publishers – Clients

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EDP Sciences	Taylor & Francis
Emerald Group Publishing	Trans Tech
Equinox	Tsinghua University Press
European Respiratory Society	UCL Press
European Society of Cardiology	University of California Press
F1000 Research	Wageningen Academic Publishers
	Wichtig Publishing
	Wiley

“Drama is anticipation mingled with uncertainty”

William Archer, British Playwright

Why

(1)

Ideal

(2)

Reality

What

(3)

Problem

How

(4)

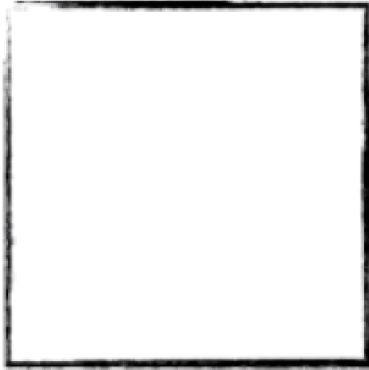
Solution

(5)

Next Step

Why

(1)
Ideal



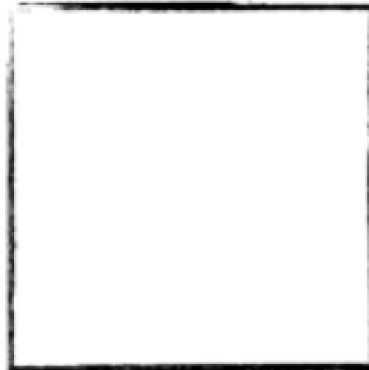
(2)
Reality



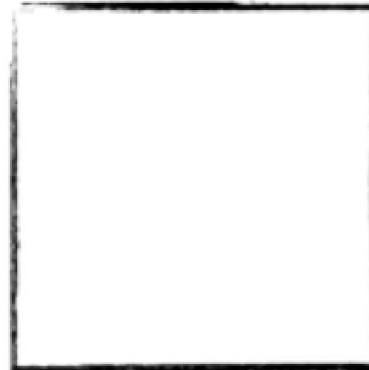
Wider
Audiences

What

(3)
Problem



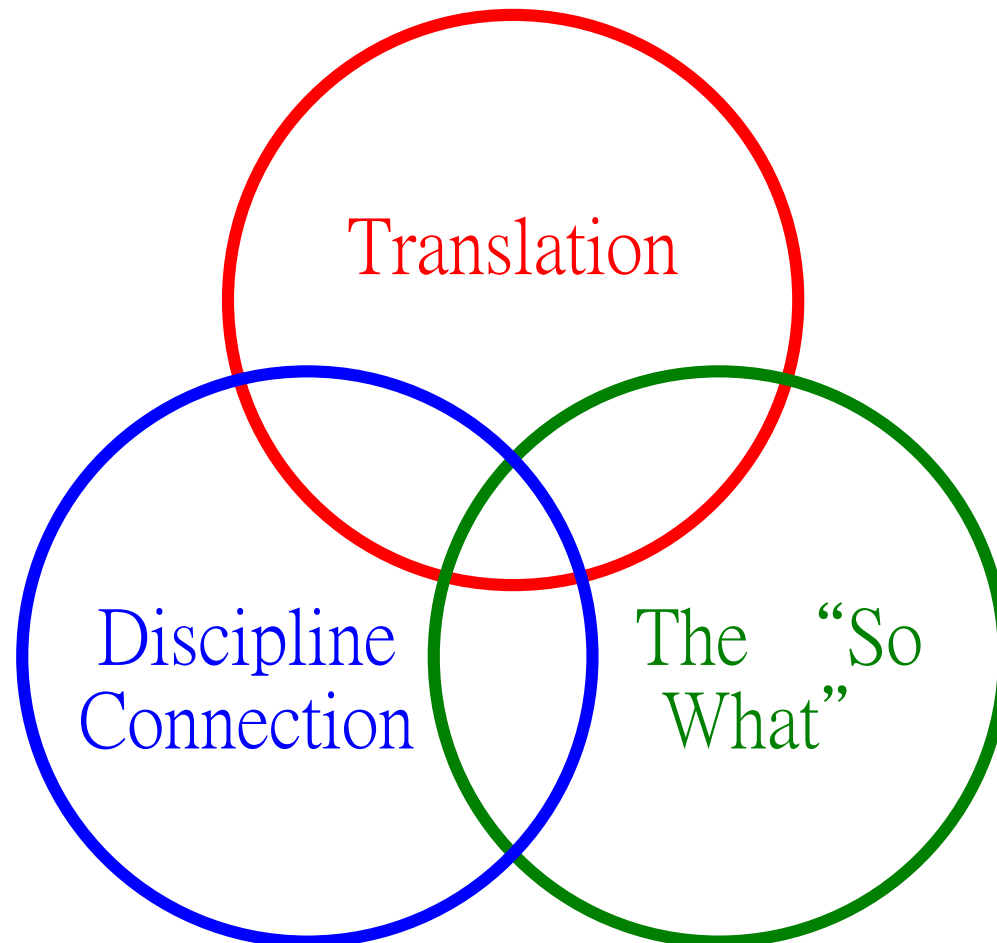
(4)
Solution



How

Teaser

The writing approach of



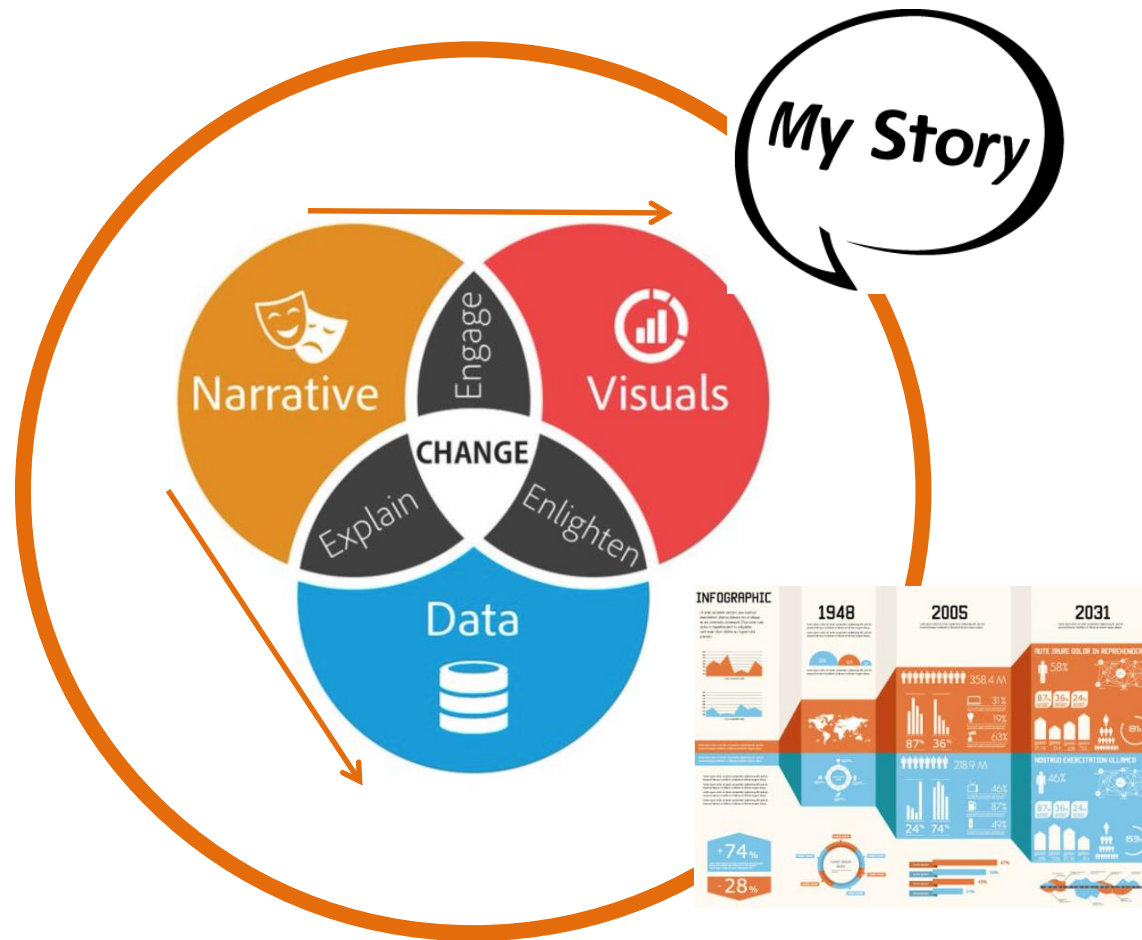
TALK NERDY

$$\left(\frac{\text{Science} - (\text{Jargon} + \text{Bullets})}{\text{Relevance}} \right) \times \text{Passion}$$

=

Understanding

Engage-Enlighten-Explain





US 8,851,397 B1

United States Patent
van der Steur et al.

(10) Patent No.: US 8,851,397 B1
(45) Date of Patent: Oct. 7, 2014

(54) BELL CUP ADAPTER HAVING IMPROVED
CLEANING CAPABILITY

(71) Applicant: Gunnar van der Steur, Chiospoula
City, MD (US); Joseph Chiodo,
Newark, DE (US)

(72) Inventor: Gunnar van der Steur, Chiospoula
City, MD (US); Joseph Chiodo,
Newark, DE (US)

(73) Assignee: EPC Systems, Inc., Haver de Grace,
MD (US)

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

(21) Appl. No.: 14/079,797

(22) Filed: Nov. 14, 2013

(51) Int. Cl.
B58 15/02 (2006.01)
B58 5/10 (2006.01)
B58 5/02 (2006.01)

(52) U.S. Cl.
B58 15/02 (2013.01); B58 5/10 (2013.01)
B58 5/02 (2013.01); B58 5/02 (2013.01); B58 5/02 (2013.01); B58 5/02 (2013.01)

(53) Field of Classification Search
USPC: 239/104, 106, 110, 112, 222, 11, 223,
239/224, 248, 300, 700, 901/048
See application file for complete search history.

(56) References Cited
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5,180,215 A 4/20/1993 Ginnari et al.
5,787,668 A 8/19/1998 Schneider
5,812,658 A 8/19/1998 Schneider

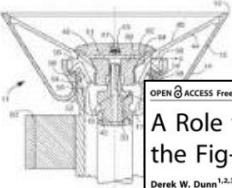
Table with columns for Patent No., Date of Patent, Inventor, and Assignee. Includes entries for US 8,851,397 B1 and other related patents.

Primary Examiner: Sharon W. Gorman
(74) Attorney: Agost. et Elm. - E. Aho (Llbb), P.A.

ABSTRACT

Bell cup adapter apparatus is provided having a rotatable bell cup driven by a motor shaft. The adapter is configured to receive a cup and discharge into the cup. The adapter is configured to receive a cup and discharge into the cup. The adapter is configured to receive a cup and discharge into the cup.

17 Claims, 4 Drawing Sheets



OPEN ACCESS Freely available online

A Role for Parasites in the Fig-Pollinator Mutualism

Derek W. Dunn^{1,2,3}, Simon T. Segar^{1,2}, Jo Ridley¹, Ruth Ch

Mutualisms are interspecific interactions in which both partners benefit. However, mutualisms can be disrupted by parasites. Parasites can reduce the benefits to one or both partners, and can even turn a mutualism into a parasitism. We show that parasites can play a role in the fig-pollinator mutualism. Parasites can reduce the benefits to one or both partners, and can even turn a mutualism into a parasitism.

Creation: Derek W. Dunn, Simon T. Segar, Jo Ridley, Ruth Ch. 2008. A role for parasites in the fig-pollinator mutualism. *PLoS ONE* 3(10): e3660. doi:10.1371/journal.pone.0036600

Introduction

In a biosphere driven by selection at the level of the individual gene [1], explaining the existence of cooperation, such as mutualisms, is a major scientific challenge. Mutualisms are interspecific, ecological interactions characterised by reciprocal benefits to both partners [2] that usually involve costly investments by each. What factors thus prevent one partner from imposing unsustainable costs onto the other to enable mutualism stability [3-7]? In some mutualisms, the larger, more sessile partner, manipulates the other by directing benefits to cooperative individuals and costs to cheaters [4-7]. However, a general consensus on mutualism persistence has only recently been formulated, and this clearly shows that a high benefit-to-cost ratio of cooperating is one important factor [8,9]. Fig trees (*Ficus*) and their host-specific agonist pollinator wasps are a classic example of an obligate mutualism [10,11]. The wasps pollinate the trees, and the trees provide resources for wasp offspring. In monospecific *Ficus*, female wasps push their way through a specialised entrance into receptive syconia (collectively, "figs"), which are enclosed inflorescences. The wasps then pollinate the tree while depositing their eggs individually into ovules. Thus, each egg laid costs the tree one seed, but upon emergence, the female wasp offspring disperse that tree's pollen. Trees need to produce both wasps and seeds for the mutualism to persist, but natural selection should favour wasps that exploit the maximum number of fig ovules in the short term, resulting in a conflict of interest between wasp and tree. However, the mutualism has persisted for at least 60 million years and has radiated into more than 750 species pairs [12]. The mechanisms preventing wasps

KNOWLEDGE ANTIRETRIC Eric C. Tang¹, Asha I¹ Columbia University

INTRODUCT

Recent studies in r heterosexual men an high risk for HIV i exposure prophylacti reduce HIV acquiriti • These results are p regarding their use i term safety, potential and provider willing • Initiation of PrEP re regular risk reductio Effective and safe use if providers are not c strategy and its risks • Currently, there are attitudes or exper prevention

OBJECTIVES

- 1. To determine the cu internal medicine r prevention amongst h
- 2. To assess internal me PrEP as a method of H
- 3. To determine specific internal medicine re PrEP to high-risk pop

METHODS

- 135 internal medicine Center were invited i PrEP
- Part of a larger study s in New York City
- 28-question survey co
 - a. Demograp
 - b. Type of pi
 - c. Awareness prophyl
 - d. Concomit
 - e. Willingne populati

REFERENCE

- 1. [19,20] (Figure 1). 1. Nest pat the oviposition preferences to be the result of greater e eggs during syconial mat syconia, pollinators' eggs a inner ovules [16]. These w tied to four, not necessarily that have been proposed mutualisms: (1) Unbeate defended biochemically o larval development [21]. I been identified. (2) Short c tors may be too short to f

Academic Editor: Ananya J. Agrawal, Received September 14, 2013; Accepted October 2013. Copyright: © 2014 Dunn et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits use, distribution, and reproduction in any medium, provided the original author and source are credited. Citation: Dunn DW, Segar ST, Ridley J, Ch R, Cozler RH, et al. (2014) A role for parasites in the fig-pollinator mutualism. *PLoS ONE* 9(10): e109600. doi:10.1371/journal.pone.0109600



1 Traffic is rolling along at 60 mph when someone slows to 50 mph. In this example, the driver of Car B does so to avoid hitting Car A, whose driver swerves at the last second to exit.

Why do freeways come to a stop?

It happens to most drivers at least a few times a year. You're sailing along on the freeway when you're forced to come to a stop, or at least a crawl. You can't see why things are slowing around the bend — and when you get there, traffic is moving better.

Why Animal Models Fail in ALZHEIMER'S DISEASE RESEARCH



Today, 5.3 million Americans suffer from Alzheimer's. Rates are expected to triple by 2050.

Currently, Alzheimer's research relies on animal models. But animals do not develop the disease as it develops in humans.



99.6% of Alzheimer's drugs that test successfully in animals FAIL in human trials

The Cuy Hus Just of w th put

In the last decade, ZERO new drugs have been developed that can effectively treat ALZHEIMER'S



the offending parties are long gone and there is no sign of what caused the problem.



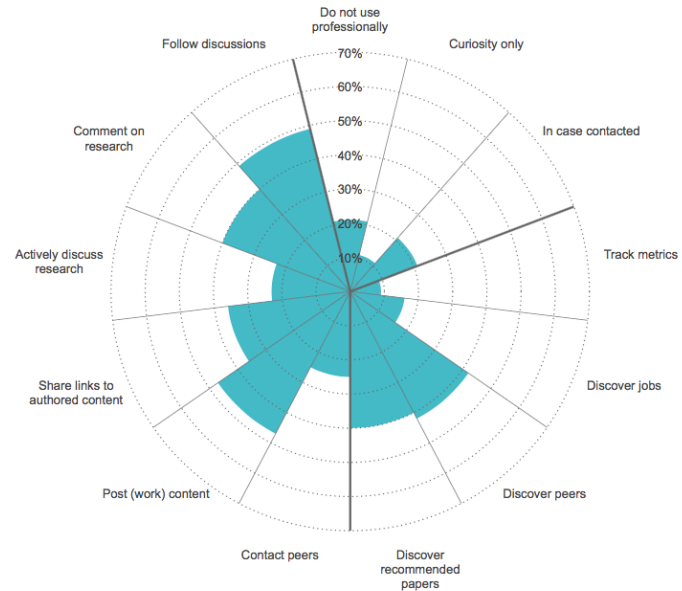
"The first few drivers could have a big impact," Husani said. "Their behavior in the peak time has a huge ripple effect, even if it doesn't look that bad to them."

STEPHEN J. BEARD AND RICH EXNER | THE PLAIN DEALER

Online Collaboration

Interactive: Why scholars use social media

In *Nature's* survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.



- ✓ Twitter (330 regular visitors)
- Facebook (340 regular visitors)
- LinkedIn (389 regular visitors)
- ResearchGate (1,589 regular visitors)
- Academia.edu (283 regular visitors)
- Mendeley (198 regular visitors)

Voices from the survey

"Great way to keep up to date on what is happening NOW in the research community."

TWITTER USER, AGE 45-54, UNITED STATES, HEAD OF ACADEMIC DEPARTMENT/FACULTY

7

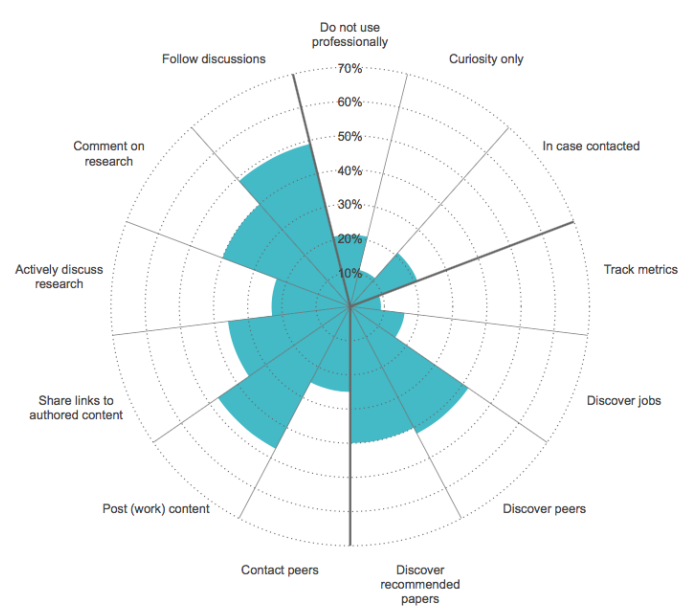
ways to increase online visibility

1. Post early results
2. Encourage feedbacks
3. Post published work
4. Post video of talk
5. Share within community
6. If possible, publish as success story
7. Update research directory

Online Collaboration

Interactive: Why scholars use social media

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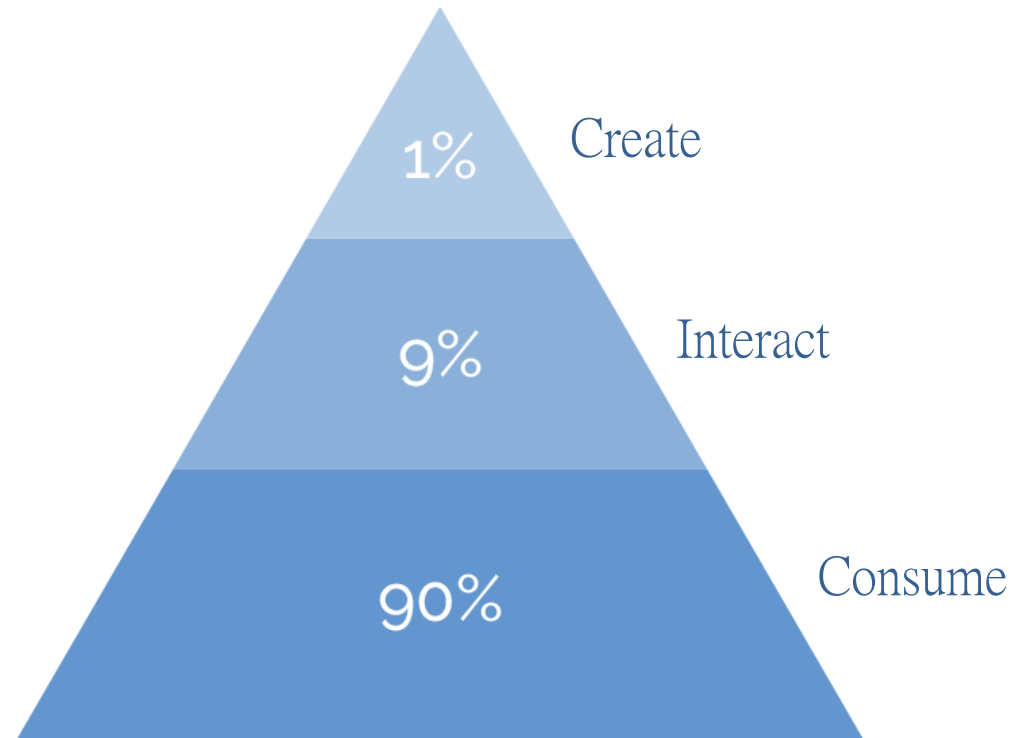


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Voices from the survey

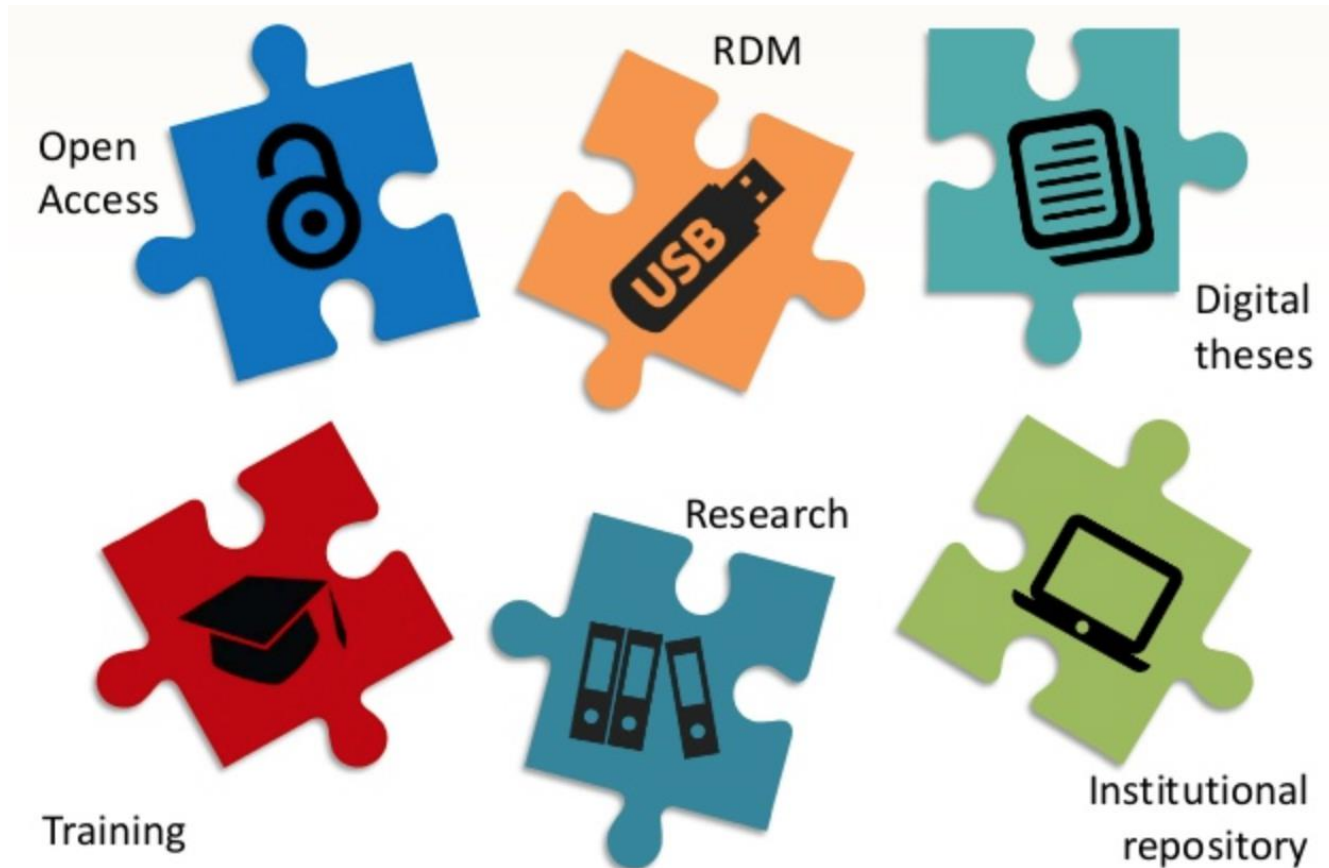
"Great way to keep up to date on what is happening NOW in the research community."

TWITTER USER, AGE 45-54, UNITED STATES, HEAD OF ACADEMIC DEPARTMENT/FACULTY



What is the role of librarians in

Research Support?





IDEA → PLAN



ORCID

KUDOS 

Researcher Profile



Institutional Repository

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research+publishing network

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Browse the index

Submitting Institution

Unit of Assessment

Summary Impact Type

Research Subject Area

Impact UK Location

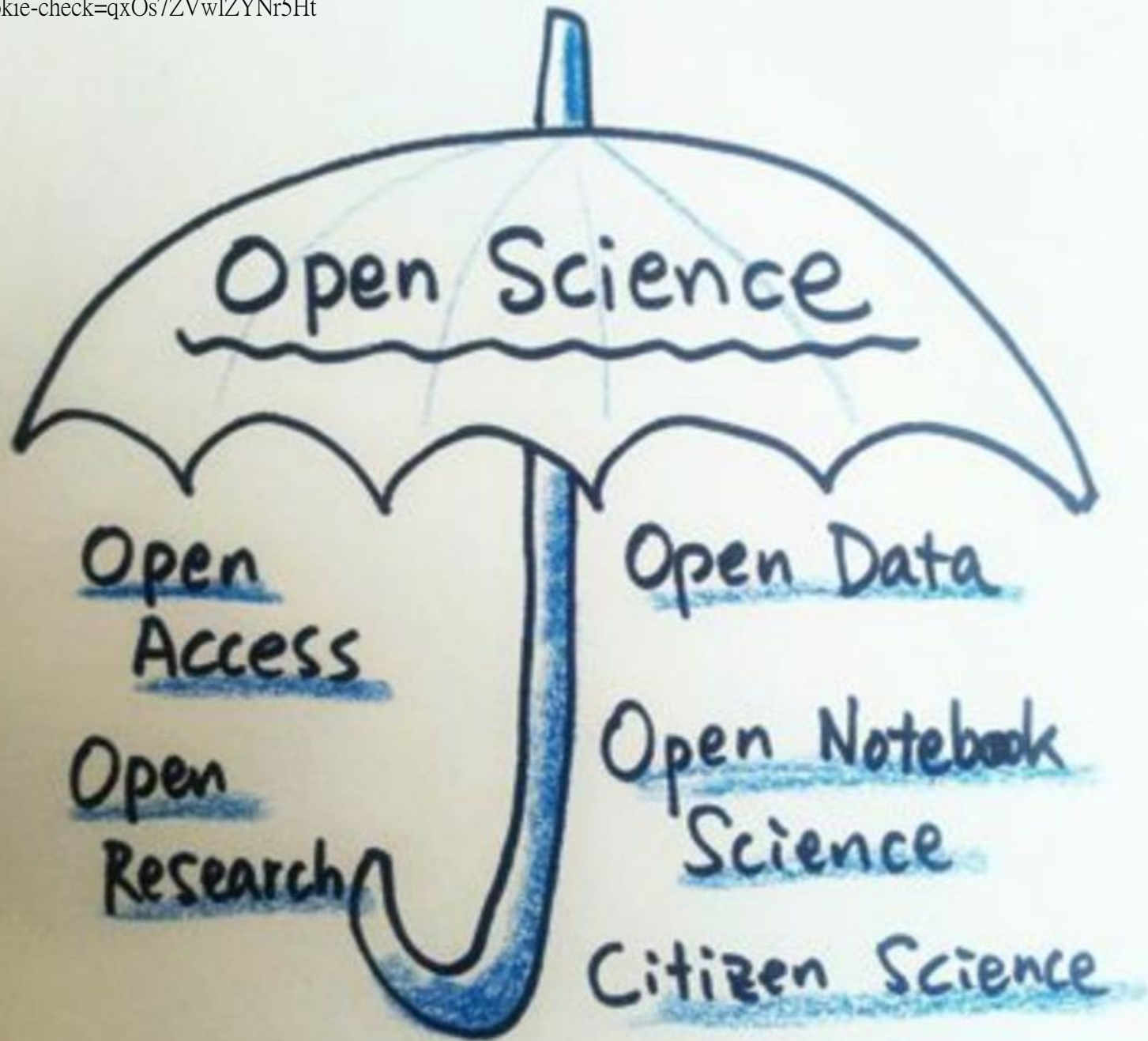
Impact Global Location

Submitting Institution ?

View by region

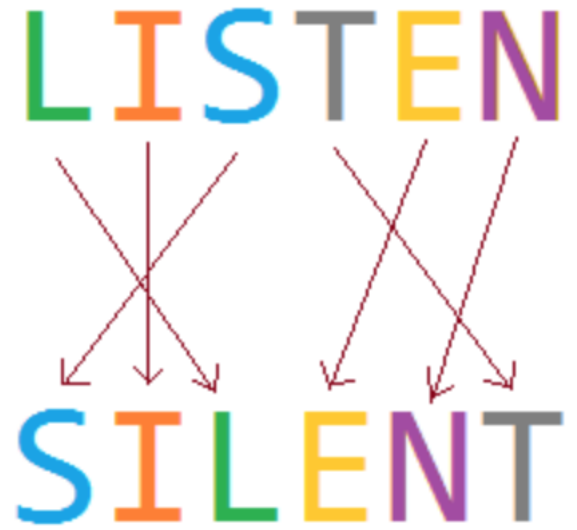
View by income category ?

East (453)	East Midlands (435)	
Anglia Ruskin University (32)	Bishop Grosseteste University (6)	
University of Bedfordshire (24)	De Montfort University (15)	
University of Cambridge (227)	University of Derby (21)	
Cranfield University (23)	University of Leicester (86)	
University of East Anglia (64)	University of Lincoln (35)	
University of Essex (48)	Loughborough University (71)	
University of Hertfordshire (30)	University of Northampton (17)	
Norwich University of the Arts (2)	University of Nottingham (152)	
Writtle College (4)	Nottingham Trent University (38)	
London (1363)		
Birkbeck College (67)	London Business School (11)	Royal Veterinary College (11)
Brunel University (76)	London Metropolitan University (24)	School of Oriental & African Studies (33)
City University, London (49)	London School of Economics & Political Science (65)	St George's, University of London (7)
Courtauld Institute of Art (4)	London School of Hygiene & Tropical Medicine (34)	St Mary's University, Twickenham (14)
University of East London (27)	London South Bank University (16)	Trinity Laban Conservatoire of Music & Dance (2)
Goldsmiths' College (35)	Middlesex University (35)	University College London (283)
University of Greenwich (42)	Queen Mary, University of London (78)	
Guildhall School of Music & Drama (2)		
Heythrop College (3)		

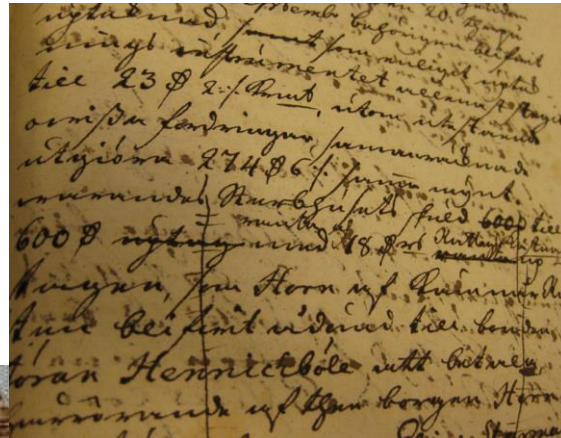


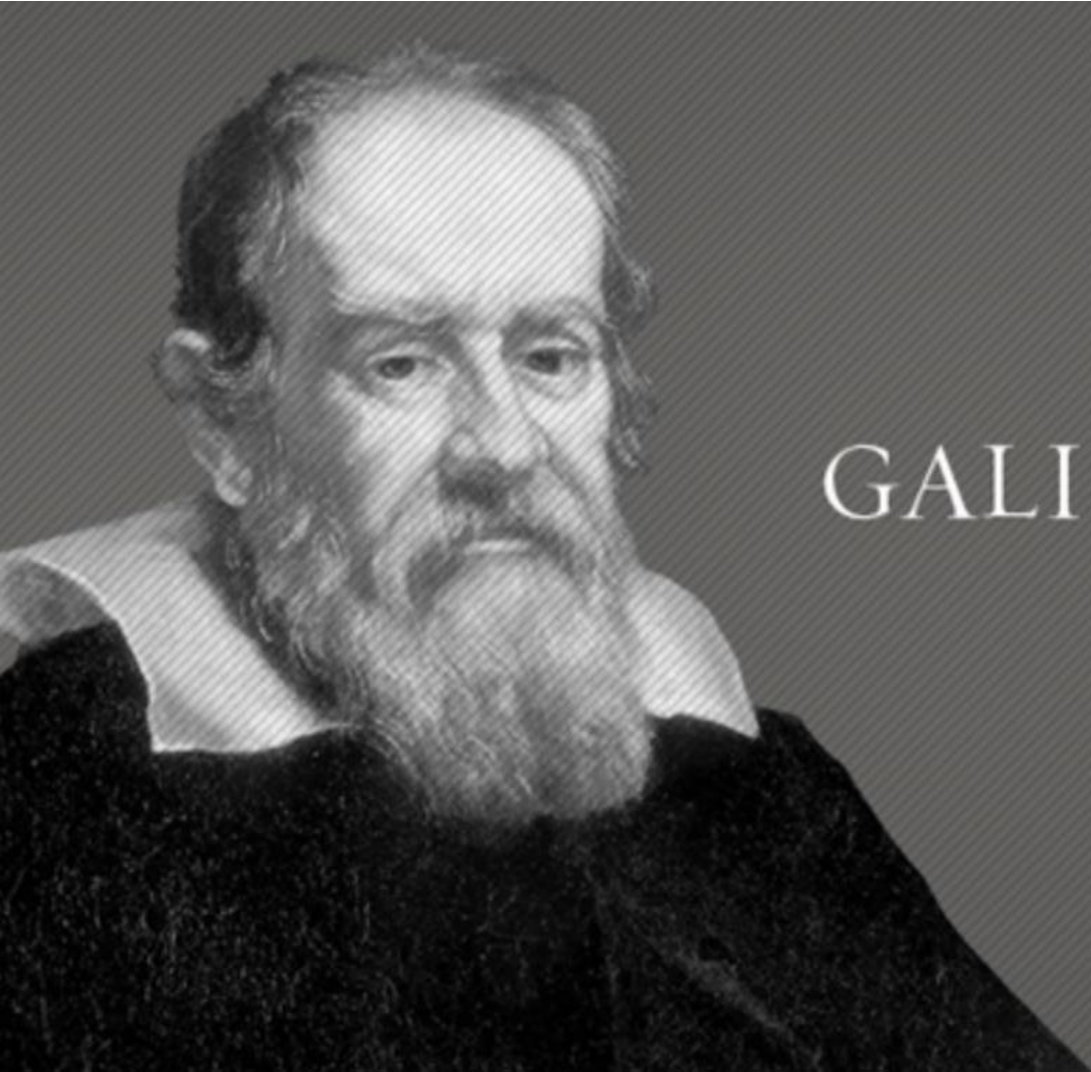
羊皮紙

LISTEN
SILENT



字謎





GALILEO GALILEI

1564-1642

PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOMPT
OF THE PRESENT
Undertakings, Studies, and Labours
OF THE
INGENIOUS
IN MANY
CONSIDERABLE PARTS
OF THE
WORLD.

Vol I.

For *Anno* 1665, and 1666.

In the SAVOY,
Printed by T. N. for John Martyn at the Bell, a little with-
out Temple-Bar, and James Allestry in Duck-Lane,
Printers to the Royal Society.

The polymath blog

August 22, 2017

Polymath 13 – a success!

Filed under: [polymath proposals](#) — Gil Kalai @ 2:09 pm

This post is to note that the polymath13 project has successfully settled one of the major objective. post [Intransitive dice IV: first problem more or less solved?](#) and this post [Intransitive dice VI: sketch](#)

[Comments \(2\)](#)

May 15, 2017

Non-transitive Dice over Gowers’s Blog

Filed under: [polymath proposals](#) — Gil Kalai @ 7:36 am

A polymath-style project on non transitive dice ([Wikipedia](#)) is [now running](#) over Gowers blog. (Here

Polymath 11 is Now Open

Filed under: [news](#) — Gil Kalai @ 3:45 am



Two great Peter Franks



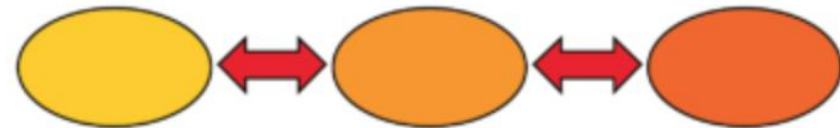
Transdisciplinary



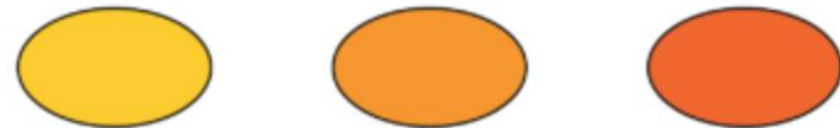
Interdisciplinary

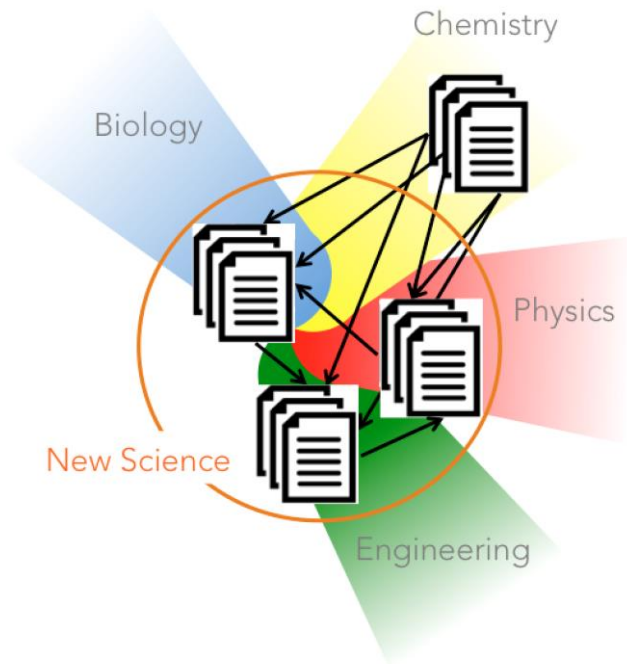


Multidisciplinary

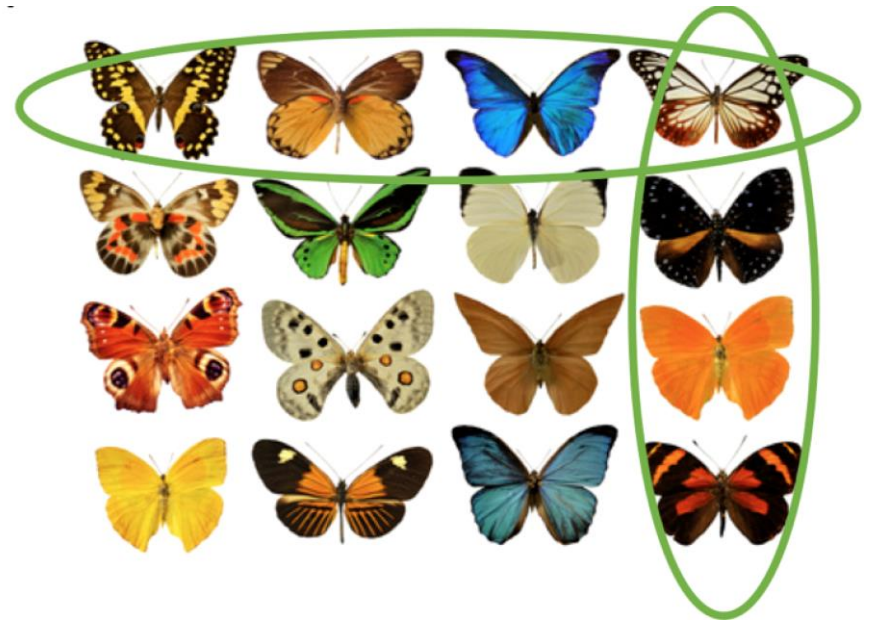


Disciplinary





Multi-disciplinary
at journal level



Trans-disciplinary
at individual level

Thank **YOU**

woeifuhwong@gmail.com

