Publish for Impact

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Tuesday, 02 May 2017

1. Research Office
2. Wits Enterprise
Why do you do research?
To make a difference

So I can teach my students the latest information

To prevent crime

TO GET PROMOTED

To generate new knowledge

To learn more

TO MAKE THE WORLD A BETTER PLACE

Because knowledge is the ultimate

BECAUSE IT IS INTERESTING AND FUN

Because I can

To overcome the burden of disease

Because knowledge brings power

To understand the world and its people more fully
Knowledge shared is knowledge multiplied
Research is like fine wine

• Doing researcher is similar to growing grapes, harvesting them, and making wine.
• Bottling the wine is like writing a research article.
• The journal puts a stamp of quality on it.
• The archivist stores it safely in the wine cellar.

But wine needs to be appreciated.

By doing knowledge transfer one opens the bottle, pours a glass of wine and allows people to enjoy it.
Knowledge Transfer

- Impacts academics
- Impacts practitioners
- Impacts professionals
- Impacts policy makers
- Impacts people

Starts with good research

Published in journal

Published in other ways
Knowledge Transfer

• Publishing is not the end, it is often the start
• It's about using the knowledge
• It's about spreading the knowledge

AND

The key message is:
We need to do it strategically
Why do you share your knowledge?
Some reasons for publishing

- Makes new knowledge known
- It stimulates the thinking of other researchers & grows research
- Signals potential research funders/employers that the researcher is capable of bringing a research project to a conclusion and can produce a tangible outcome
- Survival in the academic world: Publish or perish (adapt or die)
- Key criterion of ability of academics/researchers – a KPA
- It leads to promotion, NRF rating, funding, track record
- It yields a return on investment
  - DHET subsidy for work published in DHET-accredited journals/books/conference proceedings (ISI and non-ISI)
  - 1 single authored publication = 1 DHET unit, which earns Wits about R 115 000; of which you get RINC worth R 10 000 for accredited journals and R 20 000 for ISI and IBSS publications
Some reasons to publish

• Makes new knowledge known
• Stimulates thinking of other researchers & grows research
• Develops a record of your work – important for funders and employers
  – can bring a research project to a conclusion and can produce a tangible outcome
More reasons to publish

• Survival as an academic:
  – Publish or perish (adapt or die)
  – Key criterion of ability of academics/researchers – a KPA
  – It leads to promotion
Specific reasons for Wits

• Research output subsidy
• DHET accredited journals
• Fractional author count – units
• 1 unit = R 110 000 for university
• 1 unit Rinc = R 10 k for journal in
• **RINC worth R 10 000 for accredited journals and R 20 000 for ISI and IBSS publications**
Reasons specific to Wits

- It yields a return on investment
  - DHET subsidy for work published in DHET-accredited journals/books/conference proceedings (ISI and non-ISI)
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Altruism:
I want as many people as possible to benefit from the knowledge I have created
or
I want to change the world for the better
“But in science the credit goes to the man who convinces the world, not to the man to whom the idea first occurs.” Sir Francis Darwin
How can I grow my academic reputation faster?
Simply put, the NRF rating system is a Peer review system, facilitated by the NRF, that evaluates the impact of an individual’s research over the last eight years.
What ever your motivation for transferring knowledge is ...

• Do it strategically
• Think about it before you share it
• Find the most appropriate way
• Different types of knowledge are best spread in different ways
Introductions

• Name
• School
• Research interests
• Expectations of workshop
Three strategies for doing knowledge transfer

1. Traditional publishing
2. “Commercial” publishing
3. “Social” publishing
1. KNOWLEDGE TRANSFER THROUGH TRADITIONAL PUBLISHING
Academic Guilt

**Grad Students / Postdocs:**

I've only written one journal article this year. I need to improve!

**Professors:**

I've only been author on 16 journal articles this year. I need better grad students and postdocs!
ACADEMICIAN
VERSUS
PERSON FROM ANYWHERE ELSE

UGH. WE HAVE THIS THING IN ACADEMIA CALLED "PUBLISH OR PERISH."
Types of Periodicals


This link is to a library guide (libguide) that is very helpful in understanding the publishing landscape

http://libguides.wits.ac.za/research_support
Selecting a journal

Know your criteria

- Identify your academic audience - Local, international, discipline specific

Scan all titles

- Consult with peers & Mentors
- Use other author’s bibliographies
- Use Library database - Ulrichs

Info about the journal

- Journal bibliometrics (IF, SNIP, etc.)
- Publishing policy – OA, page charges, focus
- Turn around time, number of issues per year, when they are published
- Peer review and feedback policies

DHET Accreditation

- Will it earn you Rinc?
Use the University address in all your publications

Author: A. N. Other
Entity/school: (Wits Institute for Citation Analysis) and/or School of Referencing,
University of the Witwatersrand, Johannesburg
Wits 2050, South Africa

Should you belong to a unit or institute embedded in a School, the name of the school must appear, for example:

Rock Art Research Institute,
School of GAES
University of the Witwatersrand, Johannesburg
Two key questions to ask and answer to grow your academic impact

1. How much am I going to publish?
   Quality versus quantity

2. Where am I going to publish?
   Should I publish a book or a series of papers?
   Which journal and why?
   Which conference and why?
Quality versus quantity

• **Post-graduate Students**: Supervisors should not hinder the publication by focusing their work on high IF journals

• **Stage of career** (potential versus established):
  – Start with a few short papers to get going
  – More senior quality becomes even more important

• **Type of paper**: (Content)
  – Incremental data paper
  – New theory

Beware going for quantity over quality all the time, but there may be circumstances where quantity is important.
Measures of quality

• Community reputation
  – Name of journal
  – Name of publisher
• Who else publishers in the journal
• Citations received by papers (over time)
• Journal rankings
  – By index
    • Impact factor of journal (IF)
    • SNIP, SJR, ...
  – By society
Impact Factor (Thomson Reuters)

• IF = the average number of citations any paper in a journal will receive over 5 years
• IF = 1; paper gets 3 citations - GOOD
• Can be controversial: *San Francisco Declaration on Research Assessment (DORA)* - misuse of Journal Impact Factor in evaluating research for funding, hiring, promotion, or institutional effectiveness

• IF (supposed) to speak to the quality of journal but NOT necessarily the quality of the content of researcher’s publications
2 other ‘measures’ of journal quality

• **SJR = SCImago Journal Rank**
  – A measure of scientific influence of scholarly journals
  – Developed by SCImago from the widely known algorithm [Google PageRank](#)
  – This indicator shows the visibility of the journals contained in the Scopus database from 1996

• **SNIP = Source Normalized Impact per Paper**
  – Elsevier
  – Weighted average of citations
  – Citations in ‘high quality’ journals count for more than citations in ‘lower quality’ journals
Demonstration

http://www.scimagojr.com/

Exercise

1. Write down the names of the 4 best journals in which you have published.
2. Find the names of the 4 highest impact (SJR score) journals in your field.
3. What % alignment do you have?
Open Access Publishing Made Simple

Adapted presentation by Glenda Myers,
MBibl, D Litt et Phil, MEd
Health Science FRC 21 January 2013
What is Open Access [OA] Publishing?

• Providing unrestricted access via the internet to peer-reviewed scholarly journal articles and theses

• **Green** OA Self-Archiving
  – Authors publish in any journal and then self-archive a version of the article for free public use in their institutional repository (WiredSpace @ Wits) or an international repository (e.g., PubMed Central)
  – *MUST obtain copyright permission from publisher to deposit in WiredSpace*

• **Gold** OA Publishing
  – Authors publish in an open access journal that provides immediate OA to all of its articles
  – Usually requires publishing fee (page charges), e.g., BioMed Central, PLoS, or regular publisher (e.g., Taylor & Francis)
What OA is **Not**

- **Open Content**
  - Includes the right to modify the work (e.g., using Creative Commons licensing)
- **Open Source (software)**
  - E.g., Open Office suite
- **OER (Open Educational Resources)**
  - Any educational resource in any medium that has been designed for use in teaching & learning that is openly available for use by educators and students without payment of royalties or licence fees
  - E.g., OER Africa (Health), MITOpenCourseware
- **Always free**
- **Subsidised for South African authors and institutions**
  - SA *not* classified as a low income or developing country
OA Journals

- Online (available electronically)
  - Both **Green** and **Gold**
- OA publishing sometimes required by grant funder, e.g., NIH, Wellcome
- May carry embargo (e.g., most recent publications not available for OA)

- **Not always** accredited by DHET for subsidy
  - Both **Green** and **Gold**
- Grant funder requirements different to DHET accreditation requirements
- Embargoes n/a for DHET accreditation
Benefits of OA for Authors/Wits

• Main reason to maximize research impact
  – Articles more likely to be viewed and therefore cited
  – No conclusive evidence yet (also varies by subject)

• Reduces copyright fees paid by departments to Copyright Clearing Houses
  – Ethical requirement to reduce student fees? (Copyright fees paid by all students)

• Required by some grant funders (benefit ?)

• Will only attract more subsidy if authors continue to publish in DHET accredited journals (whether OA or not)
If You Want to Publish in OA Journals or Deposit on WiredSpace (i.e., self-archive) then first

• Find which publishers allow this
• By visiting http://www.sherpa.ac.uk/romeo/
Useful acronyms

• **SHERPA** = Securing A Hybrid Environment For Research Preservation And Access
• **RoMEO** = Rights Metadata for Open Archiving
• Provides a searchable database of publishers’ copyright and self-archiving policies for pre-prints and post-prints.
• Provides summaries of funding agencies’ grant conditions on self-archiving of research publications and data.
More OA Journals

• Directory of Open Access Journals (DOAJ)
  • [http://www.doaj.org/](http://www.doaj.org/)
• Beware of fly by night OA journals
• Not all OA journals Accredited!
• Find DHET accreditations at [http://www.wits.ac.za/collectionofresearchoutputs/19116/collection_of_research_outputs.html](http://www.wits.ac.za/collectionofresearchoutputs/19116/collection_of_research_outputs.html)
Institutional or International Repository Deposit?

• Authors’ choice
• If it has to be deposited on an international repository (e.g., required because of NIH grant), is it necessary to duplicate this on institutional repository?

• PubMed Central (PMC) Deposits (Final peer-reviewed papers):
  – Method A: Journal deposits – no author involvement required
  – Method B: Author asks publisher to deposit in PMC
  – Method C: Author deposits final manuscript in PMC via NIH Manuscript Submission
  – Method D: Author completes submission of final manuscript deposited by publisher in the NIHMS

• WiredSpace
  – Author deposits pre/post-print depending on permissions granted by publisher
Wits signed Berlin Declaration in 2012

- November 2012

“We wish to advise that the University Council and Senate have decided to join the increasing number of research intensive higher education institutions across the world that have adopted and signed the Berlin Declaration. In doing so Wits commits to the following:

1. Wits will actively promote publishing of research articles in open access journals and encourage its researchers to adopt open access models of scholarly publishing. In so doing, Wits will seek to meet the first open access condition of the Declaration, namely to grant users of its OA research “a free, irrevocable, worldwide, right of access to, and a license to copy, use, distribute, transmit and display the work publicly and to make and distribute derivative works, in any digital medium for any responsible purpose, subject to proper attribution of authorship.”

2. Wits will promote the practice amongst its researchers of making available a copy of their published articles and all supplemental materials, with permissions, where applicable, in Wits’ Open Access repository known as WIReDSpace, or another open access repository, in support of the second open access condition of the Declaration.

Through its unequivocal support for open access to knowledge, Wits would like to foreground the importance of its view that research-based knowledge should be utilised as a driver of socio-economic change, not only in South Africa but across the world.”

Queries:
Denise.Nicholson@wits.ac.za
What does ‘research active’ mean?

• A research active person is someone “who pursues research on an ongoing basis, as a major focus of their academic activity”.

• More specifically ...

Extracted from the 2007 – 2011 Strategic Research Plan
Every full time staff member should, at a minimum, normally publish at least five of the following items in a five year period

These are:

• A refereed research book (counts as 5 items);
• One refereed chapter in an edited volume;
• One refereed journal article;
• One refereed (full length) conference paper;
• One creative research output.

The focus in these cases should be on ISI accredited publications.

Extracted from the 2007 – 2011 Strategic Research Plan
AND achieve at least *one* of the following in the same time

- One external research grant;
- External research income of more than R 100 000 (including consultancy work);
- Supervise to successful completion at least one research higher degree student (M or D);
- Produce a further three peer reviewed research outputs;
- Awarded an NRF rating

Extracted from the 2007 – 2011 Strategic Research Plan
Further considerations when choosing a journal to publish in

- ISI/non-ISI; DHET accredited
- Indexed journals have higher exposure and visibility
- Target audience (specialised, general)
- Circulation of journal is important for exposure & visibility
- Choose an appropriate journal – scope and quality of journal to match scientific scope and quality of manuscript
- Choose journal based on influence: IF ...
- Publication lead time (backlogs before publication)
- Review strategy
- Publication strategy of journal – can’t publish everything above a threshold so how do they choose?
- Have a back-up journal in mind
Some facts on journal indexes
Always use a Wits address:

Format ...

Author: A. N. Other
Entity/school: (Wits Institute for Citation Analysis) and/or School of Referencing, University of the Witwatersrand, Johannesburg
Wits 2050, South Africa

• Should you belong to a unit or institute embedded in a School, the name of the School must appear, for example:

Rock Art Research Institute, School of GAES
University of the Witwatersrand, Johannesburg
Wits 2050, South Africa

• Joint appointments, e.g., with the NHLS or Gauteng Province, both affiliations should be shown on the publication
Scopus

• **Scopus** is a bibliometric database containing abstracts and citations for academic journal articles.
• It covers nearly 21,000 titles from over 5,000 publishers, of which 20,000 are peer-reviewed journals in the scientific, technical, medical, and social sciences (including arts and humanities).
• It is owned by **Elsevier** and is available online by subscription.
• **Elsevier** is an academic publishing company which publishes medical and scientific literature.
• It is a part of the Reed Elsevier group.
• Based in Amsterdam, the company has operations in the United Kingdom, USA, Brazil and elsewhere.
• Leading products include journals such as *The Lancet* and *Cell*, books such as *Gray's Anatomy*, the *ScienceDirect* collection of electronic journals.
Thomson Reuters

- Thomson Reuters Corporation is a multinational media and information firm based in New York City. It was created by the Thomson Corporation's purchase of British-based Reuters Group on 17 April 2008.
The Institute for Scientific Information (ISI) was founded by Eugene Garfield in 1960.

Bought Thomson Scientific & Healthcare in 1992

ISI offered bibliographic database services. Its specialty: citation indexing and analysis, a field pioneered by Garfield.

It maintains citation databases covering thousands of journals, including:

- Science Citation Index (SCI),
- Social Sciences Citation Index (SSCI), and
- Arts and Humanities Citation Index (AHCI).

All available via ISI's Web of Knowledge database service.
The ISI also publishes

- *Journal Citation Reports* which list an impact factor for each of the journals that it tracks.
  - Impact factors play a large but controversial role in determining the kudos attached to a scientist's published research record.

- A list of over 14,000 journals is maintained by ISI.
  - The list includes over 1,100 arts and humanities journals
Measures of visibility in academia

- Awards & prizes
- Invited talks & plenary presentations
- Peer review request
- Bibliometric data include
  - Number of published papers
  - Number of downloads
  - Number of citations
  - H-index
h-Index

- The **h-index** is an index that attempts to measure both the **productivity** and **impact** of the **published work** of a scholar.
- The index is based on the set of the scientist's most cited papers and the number of citations that they have received in other publications.
- The index can also be applied to the productivity and impact of a group of scientists, such as a department or university or country, as well as a scholarly journal.
- The index was suggested by **Jorge E. Hirsch**, a physicist at University of California San Diego.
- Some times called the **Hirsch index** or **Hirsch number**

From Wikipedia, the free encyclopaedia 2014
Definition of the h-index

A researcher has an h-index of \( h \) if \( h \) of his/her \( N_p \) papers have at least \( h \) citations each, and the other \( (N_p - h) \) papers have no more than \( h \) citations each.
i10-index

- Developed by Google Scholar
- It is the number of publications with at least 10 citations
Demonstration


Exercise

1. Write down the name of the leading scholar in your field.
2. Find the total number of papers, citations, h-index and i10-index.
3. How far behind are you?
IMPACT!

How to increase your citations
1. Use a unique name consistently throughout your academic careers

Authors are highly advised to use the same variation of their name consistently throughout their academic careers. If the name is a common name, consider adding your full middle name to distinguish it from other authors. Consistency enhances retrieval (Sarli and Holmes 2011).

2. Use a standardized institutional affiliation and address, using no abbreviations (Sarli and Holmes 2011).

Standardization of author affiliation is important to make sure work can be attributed to the correct author and institution (Jones and Evans 2013). Providing accurate contact details are essential so that researchers can contact directly for queries, further information and discussions about the publication (Wong 2008).

3. Repeat key phrases in the abstract while writing naturally.

Make some key phrases of your study and repeat them in the abstract page of your paper. Since search engines and citation trackers search the abstract of your article, the normal repetition of key words increases the chance of your paper to be retrieved more easily (Sarli and Holmes, 2011; Jones and Evans, 2013).
4. Assign keyword terms to the manuscript (Sarli and Holmes 2011).

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords" (Emerald Guide 2012).

5. Make a unique phrase that reflects author's research interest and use it throughout academic life.

Add the name of study in the title of all publications and use the same title/ name consistently (Sarli and Holmes 2011).


The most effective strategy to increase citation rates is publishing in a journal with higher impact factor (Vanclay 2013). Dhawan and Gupta (2005) studied 1101 papers and found that articles published in high impact factor journals increase the probability of getting cited.
7. Keep your professional web pages and published lists up to date (Jones and Evans 2013).

The advantage of self-archive on the web and make a link between published lists is obvious. Freely accessible articles increase citations by 50% or more (Harnad 2006).

8. Make your research easy to find, especially for online searchers (Jones and Evans 2013).

Jamali and Nikzad (2011) investigated 2172 articles and found that there is a positive relationship between the number of downloads and citations. Research shows that there is a correlation between highly cited articles and the likelihood of it being online (Vaughan and Shaw 2003).


Free access increases citation rates, searching online is more efficient and following hyperlinks quickly leads researchers to their prevailing opinion (Evans 2008). Open Access has a positive impact on growth of citations.
10. Team-authored articles get cited more (Krause 2009)

Wuchty et al. (2007) have used 19.9 million papers over 50 years and demonstrated that team-authored articles typically produce more frequently cited research than individuals. A recent study by Cotropia and Petherbridge (2013) in law review articles which were published within two decades also demonstrated that team research is on average more frequently cited than individual research. Typically high cited articles are authored by a large number of scientists (Aksnes 2003).

11. Contribute to Wikipedia (SAGE 2012)

Try to contribute in Wikipedia. As a good example, one paper (Nader Ale Ebrahim et al. 2009) that was used as a reference in defining virtual teams in Wikipedia has received significant citations in comparison to the rest of the articles from the same author.

12. Start blogging (SAGE 2012)

Use blogs and podcasts to leverage on-going researcher discussion on the Internet (Taylor & Francis Group 2012a). Web 2.0 tools such as wikis and blogs can be created to inform, describe and link people’s research interests and publications (Wong 2008). Authors are encouraged to promote their papers through the addition of links which web search engines such as Google take particular notice for their page ranks (Smith 2005).
13. Join academic social networking sites (Taylor & Francis Group 2012b)

Increasing the availability of articles through social networking sites broadens dissemination, increases use, and enhances professional visibility which leads to increased citations and usage. *Academica* is an online social reference tool that allows reference sharing among academics and researchers. Alternatively, researchers may use *Citeulike* to share their interests in research publications (Wong 2008). *Academica*, *Citeulike*, *ResearchGate* and *Linkedin* are just a few examples of knowledge sharing tools to make others aware of research articles that may be of relevance to authors and hence get cited.

14. Write a review paper

Reviews are more likely to be cited than original research papers. Some types of articles including editorials, letters to editors, news items, meeting abstracts, and case studies are generally poorly cited (Taylor & Francis Group 2012a). Authors seeking to be well cited should aim to write comprehensive and substantial review articles, and submit them to journals with a high impact factor that carry previous articles on the topic (Vanclay 2013).
15. Publish with international authors (Pislyakov and Shukshina 2012)

Citation analysis shows that papers with international co-authors are cited up to four times more often than those without international co-authors (Jones and Evans 2013). Krause (2009) argued that articles published with multi-countries or multi-institutes collaborations get cited more. Authors who are often involved in international collaboration received more citations (Aksnes 2003).
Acknowledgement

• NA Ebrahim, H Salehi, MA Embi, FH Tanha, H Gholizadeh, SM Motahar & A Ordi, “Effective Strategies for Increasing Citation Frequency”, International Education Studies; 6(11) 2013

• ISSN 1913-9020 E-ISSN 1913-9039
Summary

• Plan your research to maximise your impact through publishing
• Constantly balance quality and quantity
• Write different types of papers
• Publish in the most appropriate format (journal, chapter, book, conference)
• Publish in the channel with the greatest impact
Three strategies for doing knowledge transfer

1. Traditional publishing
2. “Commercial” publishing
3. “Social” publishing
2. KNOWLEDGE TRANSFER THROUGH “COMMERCIAL” PUBLISHING
Knowledge transfer in the commercial world

• Research can be published outside the normal scholarly world;
• It can be published in the commercial world – in a more competitive environment;
• Consider using the protection of your intellectual property (IP), not to withhold your knowledge, but as a tool to spread far and wide (knowledge transfer)
What is Intellectual Property (IP)?

A creation of the mind that can be protected by law

It includes:

- Know-how
- Trade secrets
- Registrable inventions (patents)
- Copyright
- Designs
- Trade marks
- Plant breeders’ rights

Secret – no knowledge shared

Statutory protection afforded
Some more details

• **Patents** - the technical principle of an invention that is new, inventive and has utility

• **Copyright** – certain defined works which are original and reduced to material form from being copied

• **A design** - the outward appearance of an article including shape, pattern, ornamentation etc

• **A trade mark** - a trading name or logo

• **Plant breeders’ rights** - the right to produce, propagate, sell, import and export a new plant variety
# Registrable versus non-registrable IP

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<tr>
<th>Registrable</th>
<th>Non-registrable</th>
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<tbody>
<tr>
<td>Patents</td>
<td>Copyrighted works</td>
</tr>
<tr>
<td>Trademarks</td>
<td>Know-how / Trade secrets</td>
</tr>
<tr>
<td>Designs and Integrated circuits</td>
<td></td>
</tr>
<tr>
<td>Plant Breeder’s rights</td>
<td></td>
</tr>
<tr>
<td>Registered at national / regional offices</td>
<td>No registration required</td>
</tr>
<tr>
<td></td>
<td>Protection arises automatically</td>
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</table>
Copyrights

• Copyright- e.g. databases, data sets, methodologies
  – Copyright an archive so that when it is used people acknowledge the archivists
  – Think of Birth-to-20
  – SAIAB fish collection
  – Drama productions
  – Creative writing
  – Scholarly writing
Copyrights are varied

- Registrable copyrights
- Copyleft: Creative Commons
Creative Commons (CC)

- A NPO devoted to expanding the range of creative works available for others to build upon legally and to share;
- Has several copyright licenses known as Creative Commons licenses free of charge to the public;
- These licenses allow creators to communicate which rights they reserve, and which rights they waive for the benefit of recipients or other creators.

http://creativecommons.org/
CC continued

- CC licenses do not replace copyright, but are based upon it;
- Replace individual negotiations for specific rights between copyright owner (licensor) and licensee,
- Necessary under an "all rights reserved" copyright management, with a "some rights reserved" management employing standardized licenses for re-use cases where no commercial compensation is sought by the copyright owner;
- The result is an agile, low-overhead and low-cost copyright-management regime.
The 6 CC Licences

1. CC BY: Attribution
2. CC BY-SA: Attribution-ShareAlike
3. CC BY-ND: Attribution-NoDerive
4. CC BY-NC: Attribution-NonCommercial
5. CC BY-NC-SA: Attribution-NonCommercial-ShareAlike
6. CC BY-NC-ND: Attribution-NonCommercial-NoDerivs
Patents

Quid pro quo (by State):
• File a specification that describes the invention in detail (full disclosure)

In exchange for:
• Monopoly for 20 years from first filing

(Negative right - right to prevent others from making, using and exercising the invention. Patent owner may grant others the right to do so)
Why is this relevant?

- Type of publication
- Commercial entities do not publish in journals but they do file patents
- Tool for creating broader impact through technology transfer (of products and services)
Other IP that can be transferred

- **Know-how**: methodologies, protocols, teaching schemes, ways of doing (academic) business, methods for doing an analysis, etc.
  - Usually transferred together with more tangible IP like ©

- **Trademarks**: logos, names and websites
  - For services run out of Wits
  - E.g.: Wits Repertory Company, WISER, Sydney Brenner Institute for Molecular Biology (SBIMB)
IP as a tool for Knowledge Transfer through the transfer of ‘technology’
Knowledge transfer through ‘tech’ transfer

Knowledge transfer through ‘tech’ transfer: new products and services, jobs, competitive economy, social innovation
Knowledge transfer through ‘tech’ transfer

The commercial approach can lead to sustained and self-sustaining knowledge transfer

Knowledge transfer through ‘tech’ transfer: new products and services, jobs, competitive economy, social innovation
But often the University is not the ideal organisation to commercially roll out the knowledge or technology
# Licensing or assignment of IP

<table>
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<tr>
<th>Existing company</th>
<th>Vs Spin out</th>
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<tbody>
<tr>
<td>One transaction</td>
<td>Often prolonged transfer period (incubation)</td>
</tr>
<tr>
<td>Arms length</td>
<td>Seen as part of University</td>
</tr>
<tr>
<td>Little time/energy required</td>
<td>Requires more energy</td>
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<table>
<thead>
<tr>
<th>For royalty</th>
</tr>
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<tbody>
<tr>
<td>Vs Royalty-free</td>
</tr>
<tr>
<td>Commercial arrangement</td>
</tr>
<tr>
<td>Quantum depends on various factors</td>
</tr>
<tr>
<td>Requires strong IP position or other clear value</td>
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Other routes of technology transfer

• Direct or in-house sale / providing of products and services
  – Three legs of academic programme includes service

• Research collaboration
  – Good way to transfer and build on technology
  – But be aware of each partner’s rights

• Open source route
  – Evaluate this route by determining end goal
IP as a source of ideas for new and exciting research
Why? Because ...

• Companies do not publish elsewhere
  – 2/3 of information published in patent applications is never published elsewhere
  – Standardised, objective format
• Aid in determining whether research is innovative
• Important if goal is to create / contribute to new product / service
• Can strengthen a research proposal
What does a patent look like?
Where do you find patents?

Databases (free)

- [www.google.com/patents/](http://www.google.com/patents/)
Various search operators

• Search by:
  – Company
  – Inventor/ researcher
  – Key words
  – Field
  – Title/ Abstract
  – Claims

Exercise

Find a patent in an area of interest
Knowledge transfer by all means

“Wisdom enough to leech us of our ill
Is daily spun, but there exists no loom
To weave it into fabric.” --from a poem by Edna St. Vincent Millay
Summary

• Search the patent literature as you would the scholarly literature
• You are allowed to build on patent ideas so long as you do not make commercial gains from the development
• Consider using copyrights or ‘copyleft’ to spread your knowledge for greater impact
• Patents can spread knowledge sustainably
Three strategies for doing knowledge transfer

1. Traditional publishing
2. “Commercial” publishing
3. “Social” publishing
3. KNOWLEDGE TRANSFER THROUGH ‘SOCIAL PUBLISHING’
ACTIVE

PASSIVE
ORCID
Traditional social media

- Conference circuit
  - Present
  - Chair
  - Organise
  - Network – share your research with others

- Academic societies
  - Participate
  - Committee
  - Lead
Here is a simple example

Dear Rob,

I hope this email finds you well. As we discussed some time ago when brainstorming my career planning at Origins coffee shop, I am now eligible to apply for a sabbatical in 2015. Unfortunately, I was unable to attend your workshop advising on the application process in April, and I wondered if you could spare a little bit of time to consult with me? I would greatly appreciate this.

All the best,

***** OUT NOW *****


***************

University of the Witwatersrand, Johannesburg
P.O. Box 368, 2050 Wits, South Africa
More traditional social media

• Public awareness
  – Public meetings
  – Radio
  – TV
  – Captive audiences
    • Schools
    • Amateurs

• Public relations
  – Arrange events to announce new findings
  – Breaking news
New social media

• WWW
  – YouTube
  – TEDx
  – Blogs
  – Website
  – Chat rooms
  – Facebook
  – Twitter
  – Research Gate
  – Linked In
  – Google Scholar
YouTube

• Up load your videos for free
• Less than 15 minutes long
• Keep the message simple
• Remember you are speaking to a broad audience
• Share nuggets of information about your research
YouTube examples

- http://www.youtube.com/watch?v=nq8mgUS3SH0&feature=youtube_gdata_player (A good example)
- https://www.youtube.com/watch?v=Oad-ERR0uTk (An OK example)
- https://www.youtube.com/watch?v=FBeNjUmbObs (A not so good example)

- https://www.youtube.com/watch?v=RxT5NwQUtVM (A fun not related to research)
TED Talks

• Ideas worth sharing
• TED is a nonprofit organisation devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less)
• TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages
• Meanwhile, independently run TEDx events help share ideas in communities around the world.
TEDx at Wits

• [http://blog.ted.com/2012/12/13/7-talks-that-contain-fascinating-facts-about-beetles/](http://blog.ted.com/2012/12/13/7-talks-that-contain-fascinating-facts-about-beetles/)

Marcus Byrne

– “This is poo and I want to share my passion for poo with you”
– > 800 000 hits (as at May 2014)
– And ...
He made it onto the Big Bang Theory
Requirements for a good TEDx session

• Choose 6 good speakers – good means entertaining and academically strong
• Choose topic carefully – entertaining and academically strong
• Make sure you have an audience of 100 – you want a vibe for speakers to feed off of
• Practice before presenting (rehearse) – test audio, video, technical aspects, timing, etc.
• Must get a project manager to run the whole show – Helen Lund (APES) has experience
Research Office offers support to any group wanting to do TEDx session
How to help your videos ‘go viral’

https://www.ted.com/talks/kevin_allocca_why_videos_go_viral
Google Scholar

• Like an electronic CV (at least your publications and picture)
• Searchers wide and far for all your publications including books, etc.
• Must have a Google email address to access
• Example: http://scholar.google.co.za/citations?user=FY0j-XsAAAAAJ&hl=en&oi=ao Albert van Jaarsveld
Google Blog

• Share your thoughts with the world
• Get your message out there
• Example:
  http://cappuccinokatie.blogspot.com/2013_07_01_archive.html
Your Own Website

• http://www.marcuschown.com/
• Keep it up to date
• Make it easily searchable
• http://www.wordpress.com
ResearchGate

• ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.

• The site has been described as a mash up of “Facebook, Twitter and LinkedIn” that includes “profile pages, comments, groups, job listings, and ‘like’ and ‘follow’ buttons”

• Members are encouraged to share raw data and failed experiment results as well as successes, in order to avoid repeating their peers’ scientific research mistakes

• Announced in 2013 that the site had two million members

• The company was founded by Ijad Madisch
ResearchGate

- http://www.researchgate.net/
Question: Have you considered creating a video abstract to publicize a scientific article?

- Here is the question and discussion:
  - [https://www.researchgate.net/post/Have_you_considered_creating_a_video_abstract_to_publicize_a_scientific_article?pli=1&loginT=XRiZgUjkPqmGhc-5IyiBvD6z6X1lw1Cn9HRfjXG3P0A*&uid=7b30022a-8469-4a84-8baa-53e853cfde1c&cp=re221_a1m_p34&ch=reg](https://www.researchgate.net/post/Have_you_considered_creating_a_video_abstract_to_publicize_a_scientific_article?pli=1&loginT=XRiZgUjkPqmGhc-5IyiBvD6z6X1lw1Cn9HRfjXG3P0A*&uid=7b30022a-8469-4a84-8baa-53e853cfde1c&cp=re221_a1m_p34&ch=reg)

- Find some examples here: [http://ocean180.org/index.php](http://ocean180.org/index.php)

- See explanation by Karen McKee: [http://goo.gl/aENYMa](http://goo.gl/aENYMa)
A relatively new trend is the publication of a video (or visual) abstract alongside a written article. In a video abstract, authors can describe their work in a way that is not possible to do in print—such as showing their experimental methods or explaining their motivations for the study. Some journals are now providing a service to help authors create a video or a narrated slide show of their work.

Video abstracts can raise online visibility, leading more people to the technical article as well as inform a broader audience about their research topic. Here is a blog post I wrote on the topic with more info: [http://goo.gl/aENYMa](http://goo.gl/aENYMa)
Beware the inherent dangers of the internet
Internet dangers

- Internet virus infections;
- Identify fraud;
- Stalking;
- Net bulling;
- Persistent social media comments;
- Emails scams;
- Exposure to the good and bad of the world - child pornography, prejudice, hate, etc.
Social Media at Wits: Some Dangers

1. Difficult to draw a line between private and professional activity online. In simple terms, if you wouldn’t say it to a packed audience in the Great Hall, don’t say it online.

2. Never think that they are anonymous online.

3. Information that is published on social media creates a permanent record that is virtually impossible to delete.
Summary

• Use social media to spread your research outputs
• Think traditions routes like conferences
• But also new social media like:
  – Google Scholar, YouTube, TEDx and ResearchGate
• Beware the inherent dangers of the internet
BO'S CAFÉ LIFE

WHAT ARE YOU READING, BELLA?

A WALL STREET JOURNAL ARTICLE ABOUT SELF-PUBLISHING.* I'M CONSIDERING IT.

I WOULD SELF-PUBLISH...

BUT I'D MISS THE REJECTION LETTERS.

© 2010 Wayne E. Pollard

'b Vanity' Press Goes Digital, June 3, 2010
Thank you, Siyabonga