

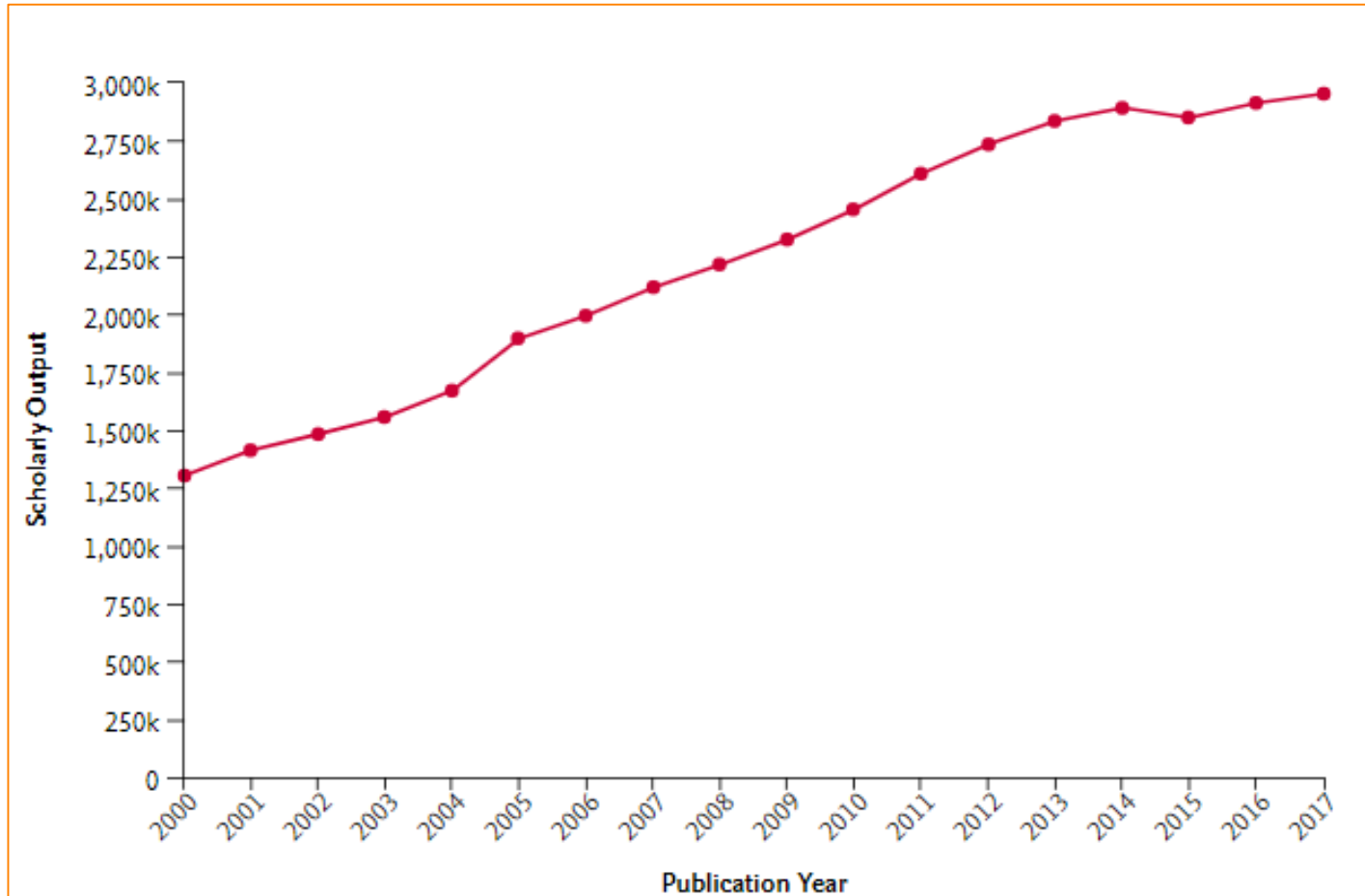
# HOW TO PROMOTE YOUR ARTICLE FOR MAXIMUM IMPACT?

Presented by Ozge Sertdemir  
[o.sertdemir@elsevier.com](mailto:o.sertdemir@elsevier.com)

# AGENDA

- Getting your paper noticed
- Preparation of your article
- Tips for publishing in Science Direct journals
- Ways to promote your article
- Tips for utilizing social media
- Monitoring your article
- Measuring your article's impact via Plum Metrics and Mendeley

## RESEARCHERS CHALLENGE: Getting the attention your research deserved



The volume of research articles is growing at an accelerated pace!

Only in 2017, around **3 million research articles** are published!

*For most researchers, it is a real challenge to keep up with the available literature and make their research stand out from the growing crowd of articles*

## RESEARCHERS CHALLENGE: Getting the attention your research deserved

---



A researcher spends **7 hours in a week** on average on searching and reading literature.

### Some Tips to minimize the time searching for relevant content:

- Use '*Related Documents*' and '*Cited Documents*' in Scopus
- Use '*Recommended Documents*' and '*Personalized Recommendations*' in Science Direct
- Use '*Literature Search*' and '*Suggestions*' in Mendeley
- Constitute *Group* in Mendeley to share the practices with your colleagues all around the world that are working in the same subject area

# How to utilize these tips?

'Related Documents' and 'Cited Documents' in Scopus : In the results page, find 'related documents' per result:

Scopus

Search Sources Alerts Lists Help ▾ SciVal ↗ Ozge Sertdemir ▾ ☰

3,508,856 document results

View secondary documents View 1434481 patent results Search your library View 158682 Mendeley Data

TITLE-ABS-KEY ( science )

✎ Edit 📄 Save 🔔 Set alert 📡 Set feed

Search within results... 🔍

**Refine results**

Limit to Exclude

Access type ⓘ

Open Access (75,745) >

Other (3,433,111) >

Year

2019 (693) >

2018 (172,536) >

Analyze search results Show all abstracts Sort on: Cited by (highest) ▾

All ▾ CSV export ▾ Download View citation overview View cited by Save to list ... 🖨️ ✉️ 📄

	Document title	Authors	Year	Source	Cited by
<input type="checkbox"/> 1	Analysis of relative gene expression data using real-time quantitative PCR and the 2 <sup>-ΔΔCT</sup> method	Livak, K.J., Schmittgen, T.D.	2001	Methods 25(4), pp. 402-408	67278
	View abstract ▾ <b>Full Text</b> View at Publisher <b>Related documents</b>				
<input type="checkbox"/> 2	A New Look at the Statistical Model Identification	Akaike, H.	1974	IEEE Transactions on Automatic Control 19(6), pp. 716-723	24464
	View abstract ▾ <b>Full Text</b> View at Publisher Related documents				

## How to utilize these tips?

'Related Documents' and 'Cited Documents' in Scopus : Once click one of the results, find Cited by documents

### Document details

< Back to results | 1 of 3,508,856 Next >

CSV export Download Print E-mail Save to PDF Save to list More... >

[Full Text](#) Copac [View in EMBASE](#) BIBSYS

#### Methods

Volume 25, Issue 4, 2001, Pages 402-408

### Analysis of relative gene expression data using real-time quantitative PCR and the $2^{-\Delta\Delta C_T}$ method (Article)

Livak, K.J.<sup>a</sup>, Schmittgen, T.D.<sup>b</sup>

<sup>a</sup>Applied Biosystems, Foster City, CA 94404, United States

<sup>b</sup>Department of Pharmaceutical Sciences, College of Pharmacy, Washington State University, Pullman, WA 99164-6534, United States

#### Abstract

[View references \(11\)](#)

The two most commonly used methods to analyze data from real-time, quantitative PCR experiments are absolute quantification and relative quantification. Absolute quantification determines the input copy number, usually by relating the PCR signal to a standard curve. Relative quantification relates the PCR signal of the target transcript in a treatment group to that of another sample such as an untreated control. The  $2^{-\Delta\Delta C_T}$  method is a convenient way to analyze the relative changes in gene expression from real-time quantitative PCR experiments. The purpose of this report is to present the derivation, assumptions, and applications of the  $2^{-\Delta\Delta C_T}$  method. In addition, we present the derivation and applications of two variations of the  $2^{-\Delta\Delta C_T}$  method that may be useful in the analysis of real-time, quantitative PCR data. © 2001 Elsevier Science (USA).

#### Metrics [View all metrics >](#)

67278 Citations in Scopus  
99th Percentile

33.88 Field-Weighted Citation Impact

PlumX Metrics  
Usage, Captures, Mentions,  
Social Media and Citations  
beyond Scopus.

**Cited by 67278 documents**

Proteomics profile of *Hanseniaspora uvarum* enhanced with trehalose involved in the biocontrol efficacy of grape berry

Apaliya, M.T., Yang, Q., Zhang, H.  
(2019) *Food Chemistry*

# How to utilize these tips?

*'Recommended Documents' and 'Personalized Recommendations' in Science Direct: Once click one of the results, find Recommended articles and Citing articles*

The screenshot shows the article page for "Environmental Data Science" in the journal "Environmental Modelling & Software", Volume 106, August 2018, Pages 4-12. The page includes a navigation menu on the left with options like "Outline", "Highlights", "Abstract", and "Keywords". The main content area features the article title, authors (Karina Gibert, Jeffery S. Horsburgh, Ioannis N. Athanasiadis, Geoff Holmes), and a "Show more" button. A "Highlights" section lists key points about Data Science's role in environmental sciences. On the right, there are options to "Download full issue" and "View more articles". At the bottom right, a blue circle highlights the "Recommended articles" and "Citing articles (1)" dropdown menus.

## How to utilize these tips?

*'Personalized Recommendations' in Science Direct: Click your profile or check your registered email box! You need to be registered in Science Direct to be able to benefit from this feature!*

ScienceDirect

Journals & Books

Ozge Sertdemir



Search for peer-reviewed journals, articles, book chapters and open access content.

Keywords

Author name

Journal/book title

Volume

Issue

Page

My recommendations

Manage alerts

Details & settings

My account & privacy

Change password

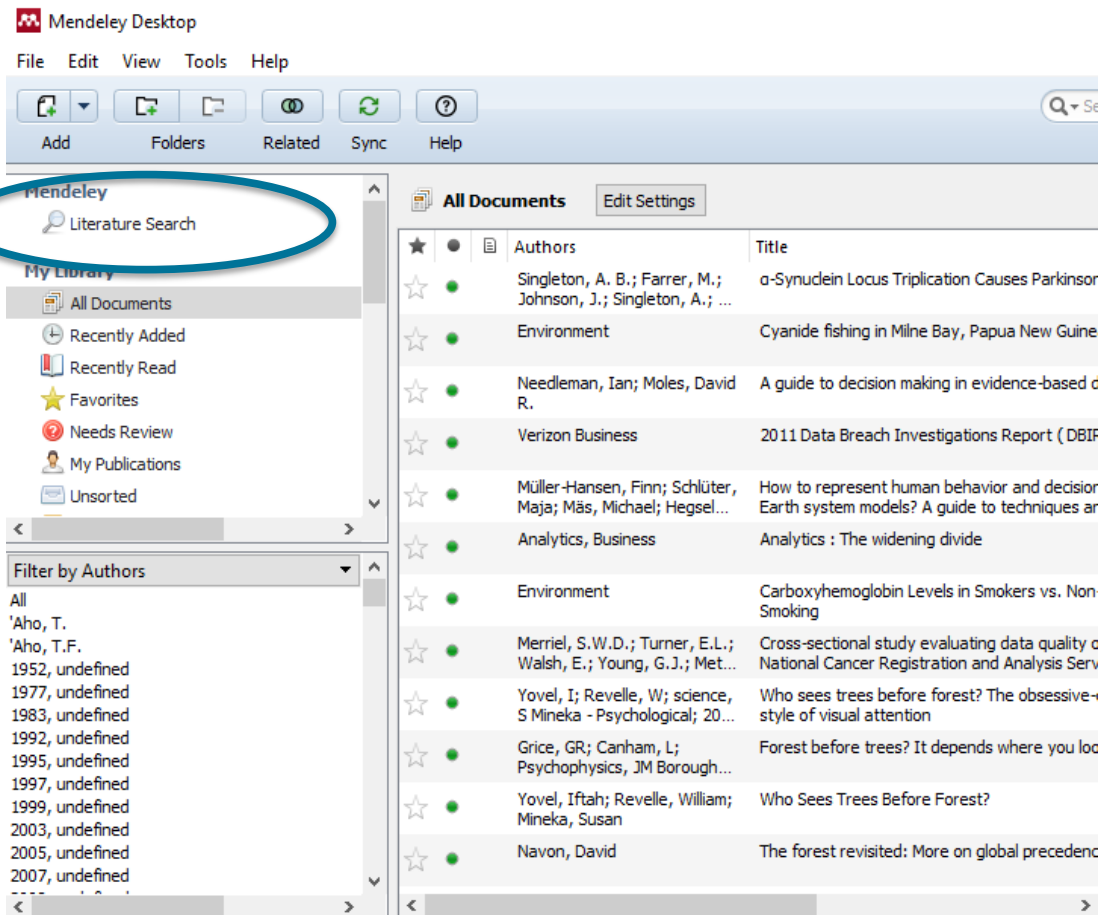
Sign out

The reticular activating system (RAS) is a network of neurons located in the brain stem that project anteriorly to the hypothalamus to mediate behavior, as well as both posteriorly to



## How to utilize these tips?

'Literature Search' and 'Suggestions' in Mendeley: Once click one of the results, find Cited by documents



Mendeley Desktop

File Edit View Tools Help

Add Folders Related Sync Help

Mendeley

Literature Search

My Library

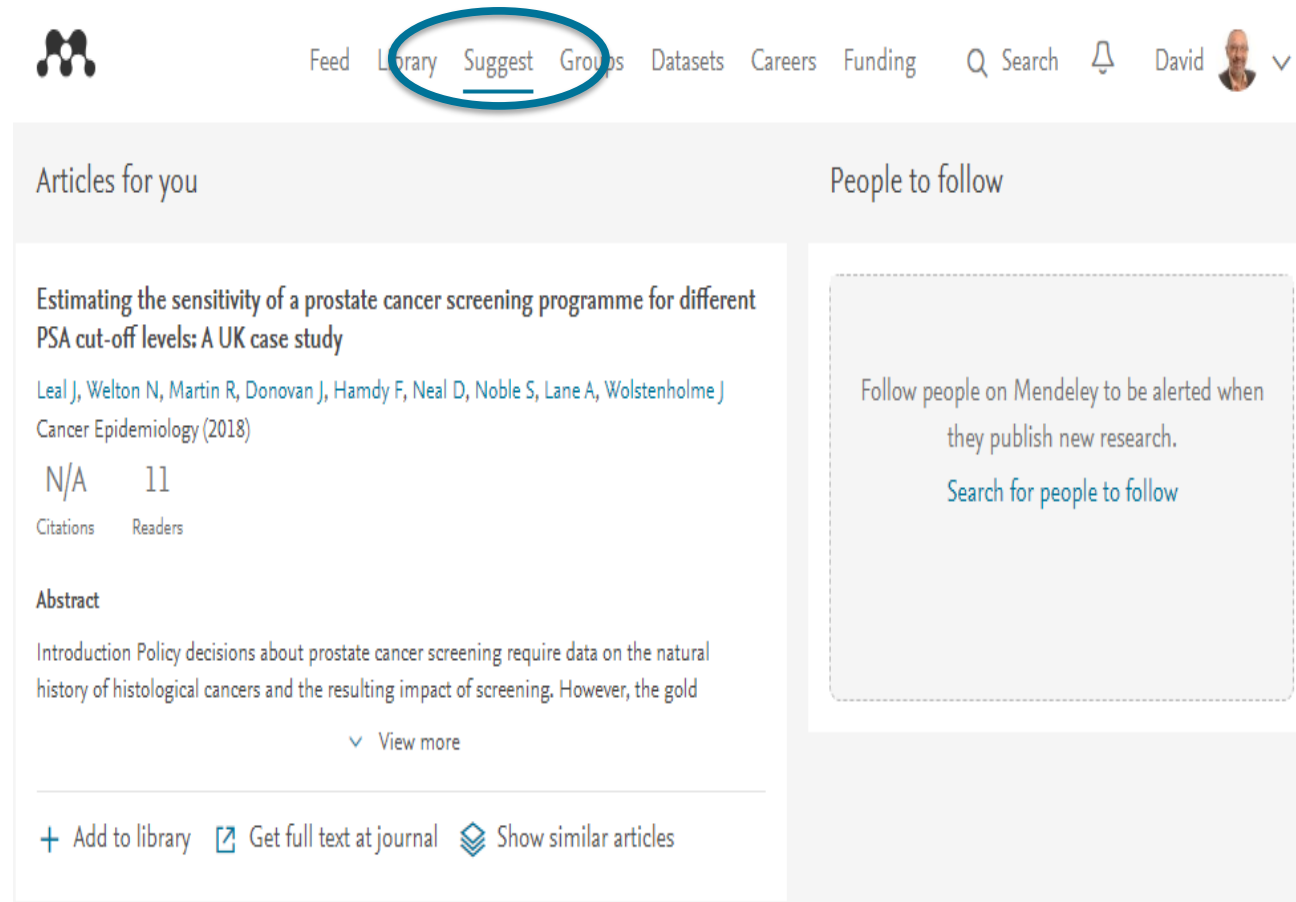
- All Documents
- Recently Added
- Recently Read
- Favorites
- Needs Review
- My Publications
- Unsorted

Filter by Authors

- All
- 'Aho, T.
- 'Aho, T.F.
- 1952, undefined
- 1977, undefined
- 1983, undefined
- 1992, undefined
- 1995, undefined
- 1997, undefined
- 1999, undefined
- 2003, undefined
- 2005, undefined
- 2007, undefined

All Documents Edit Settings

★	●	📄	Authors	Title
☆	●		Singleton, A. B.; Farrer, M.; Johnson, J.; Singleton, A.; ...	$\alpha$ -Synuclein Locus Triplication Causes Parkinson
☆	●		Environment	Cyanide fishing in Milne Bay, Papua New Guine
☆	●		Needleman, Ian; Moles, David R.	A guide to decision making in evidence-based c
☆	●		Verizon Business	2011 Data Breach Investigations Report (DBIF
☆	●		Müller-Hansen, Finn; Schlüter, Maja; Mäs, Michael; Hegsel...	How to represent human behavior and decisior Earth system models? A guide to techniques ar
☆	●		Analytics, Business	Analytics : The widening divide
☆	●		Environment	Carboxyhemoglobin Levels in Smokers vs. Non Smoking
☆	●		Merriell, S.W.D.; Turner, E.L.; Walsh, E.; Young, G.J.; Met...	Cross-sectional study evaluating data quality c National Cancer Registration and Analysis Serv
☆	●		Yovel, I; Revelle, W; science, S Mineka - Psychological; 20...	Who sees trees before forest? The obsessive- style of visual attention
☆	●		Grice, GR; Canham, L; Psychophysics, JM Borough...	Forest before trees? It depends where you loc
☆	●		Yovel, Iftah; Revelle, William; Mineka, Susan	Who Sees Trees Before Forest?
☆	●		Navon, David	The forest revisited: More on global precedenc



Feed Library **Suggest** Groups Datasets Careers Funding Search Search David

Articles for you

Estimating the sensitivity of a prostate cancer screening programme for different PSA cut-off levels: A UK case study

Leal J, Welton N, Martin R, Donovan J, Hamdy F, Neal D, Noble S, Lane A, Wolstenholme J

Cancer Epidemiology (2018)

N/A 11

Citations Readers

Abstract

Introduction Policy decisions about prostate cancer screening require data on the natural history of histological cancers and the resulting impact of screening. However, the gold

View more

Add to library Get full text at journal Show similar articles

People to follow

Follow people on Mendeley to be alerted when they publish new research.

Search for people to follow

## Steps to ensure your research gets noticed

---

**STEP  
01** Preparing your  
article

Promoting your research begin  
BEFORE your manuscript is  
finished and published online.

**STEP  
02** Promoting your  
published article

**STEP  
03** Monitoring your  
article

Promoting your research continues  
some time after it has been  
published.  
Tracking the performance will help  
drive improved results.







# Preparing your article



## STEP 1: Preparing your article

---

### Writing your article:

	Spend time on abstract, conclusion, and references
	Share research data
	Use easy to understand charts and professional illustrations
	Use clear and correct manuscript language

Key Take- aways!

# 1. Abstract, conclusion, and references

---

## 1. Abstract



- It should summarize in 50-300 words the problem, the method, the results and the conclusion.
- Make sure that your abstract clearly explains what is new in your paper and why is it important.
- Consider a sentence that starts with “The reason these findings are important is ...”and think about what you would write here
- Write the abstract last so it accurately reflects the while article
- Abstract are usually freely available and available through abstract-databases (like Scopus)

*A good **abstract** is instrumental for your article, the quality of an abstract will strongly influence the editor's decision.*

## 1. Abstract, conclusion, and references

---

### 2. Conclusion



- Be short, summarize your main conclusions and make your key claims
- Suggest future work
- So not repeat exactly what has been written in preceding sections
- Do not over-emphasize your work and do not be too speculative
- Ask your colleagues to proofread; while doing so, remember that people working on slightly different topics often have the best feedback because they bring a fresh perspective

*After the abstract, most readers will focus on the introduction and conclusion, so spend some quality time on this!*

## 1. Abstract, conclusion, and references

---

### 3. References



- Make sure you have a balanced and up-to-date reference list
- Include recent references, include worldwide references
- Make sure you fully understand the papers you are referencing and that citation makes sense.
- Avoid excessive self-citations and excessive citations of publications from the same region or journal
- Conform strictly to the style given in the [Guide for Authors](#)

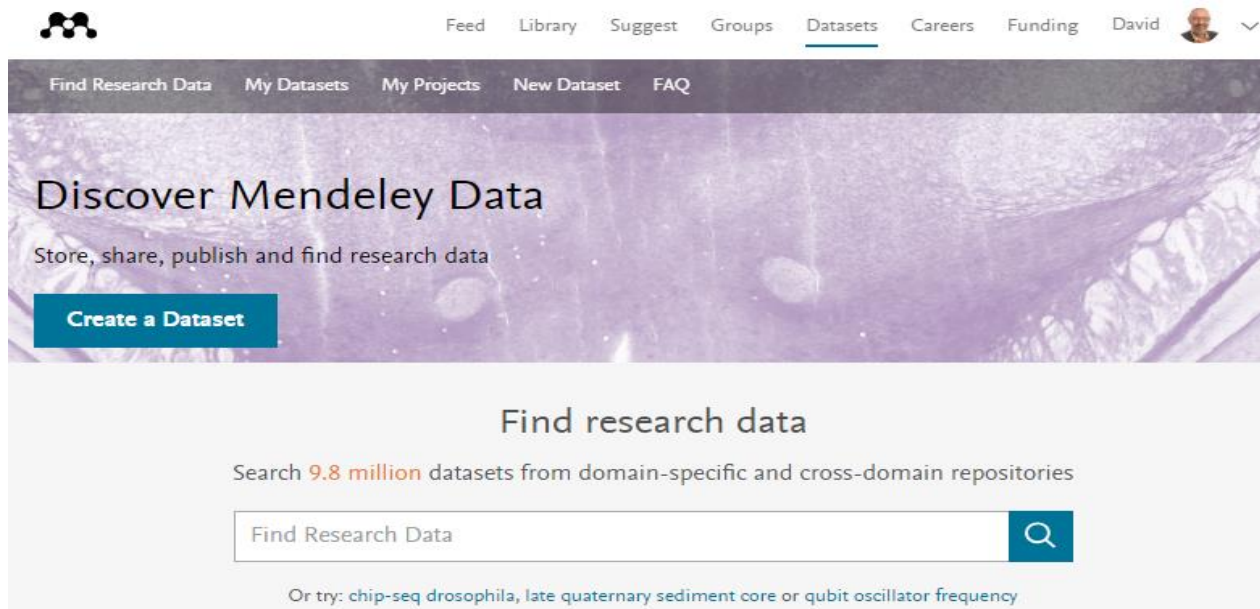
*References are one of the places that Editors check initially before making their decision*

## 2. Share research data

---

Sharing research data is a good scientific practice and helps make your findings reproducible and, in return helps others build upon these findings.

Elsevier supports researchers in storing, sharing, discovering and using data. For example, by creating bidirectional links between articles and data, and launching data journals.



The screenshot shows the Mendeley Data website. At the top, there is a navigation bar with links for Feed, Library, Suggest, Groups, Datasets (highlighted), Careers, Funding, and a user profile for David. Below this is a secondary navigation bar with links for Find Research Data, My Datasets, My Projects, New Dataset, and FAQ. The main content area features a purple-tinted banner with the text "Discover Mendeley Data" and "Store, share, publish and find research data". A prominent blue button labeled "Create a Dataset" is visible. Below the banner, the text "Find research data" is displayed, followed by a search prompt: "Search 9.8 million datasets from domain-specific and cross-domain repositories". A search input field contains the text "Find Research Data" and a magnifying glass icon. At the bottom, there is a suggestion: "Or try: chip-seq drosophila, late quaternary sediment core or qubit oscillator frequency".

Use  
Mendeley  
data!

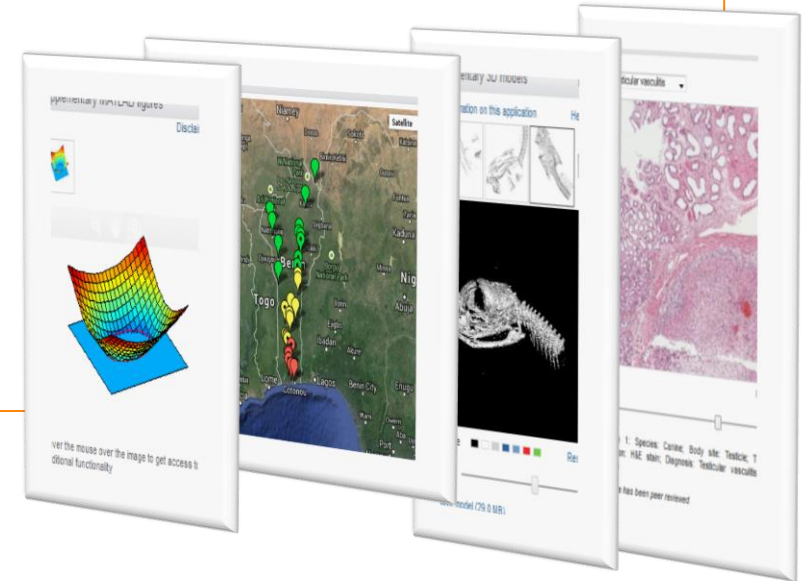




### 3. Use easy to understand charts and professional illustrations

---

- Charts and illustrations are often used by people to quickly understand what a paper is about – so make sure that your figures are clear and convey your point effectively.
- Use innovative abstracting formats:
  - Graphical abstracts
  - Research highlights
  - Audio slides



Check **Science Direct** to see how your colleagues use it!

## 4. Use clear and correct manuscript language

---

### Why language is important?

- Journal editors and reviewers may reject a manuscript simply because of frequent language mistakes.
  - Publishers do not language edit manuscripts
  - If English is not your mother-tongue:
    - *Find a native-English speaker to read and correct your manuscript*
    - *Use a paid-for editing service. More information at <http://webshop.elsevier.com/languageediting/>*
  - DO NOT copy complete phrases from other papers, it may be considered plagiarism!
  - All editors and reviewers hate wasting time on poorly prepared manuscripts and will reject them
- Write **short** and direct sentences
  - Convey one piece of information per sentence and avoid multiple statements in one sentence
  - The average length of sentences in scientific writing is only about 12-17 words
  - Double-check unfamiliar words or phrases
  - Clearly explain abbreviations
  - Use 'present tense' for known facts and hypotheses
  - Use 'past tense' for conducted experiments and results

Some tips

## STEP 1: Preparing your article

**Search Engine Optimization (SEO)** helps your article to appear at the top of the list in search engine results:

- Use **strong keywords** in title and abstract, use keywords that are both descriptive and specific to your paper.
- **Interlink your paper** with other web content. For example, by using proper citations to interlink with other papers or by linking your article with data repositories, as relevant.
- Ensure that authorship information is complete and contains certain details that other researchers may find useful when searching someone in particular

The image shows a screenshot of an Elsevier article page for 'The Journal of Chemical Thermodynamics'. The article title is 'Comments on the teaching of chemistry, doing chemistry demonstrations, and a passion for chemical thermodynamics'. The author is Rubin Battino. The DOI link is <https://doi.org/10.1016/j.jct.2018.03.012>. The highlights section contains three bullet points, with the third one circled in blue. The abstract section is also visible at the bottom.

Annotations on the screenshot:

- Author/s**: An arrow points to the author's name, Rubin Battino.
- Title**: An arrow points to the article title.
- Link**: An arrow points to the DOI link.
- Highlight section with keywords**: An arrow points to the third bullet point in the highlights section, which is circled in blue.
- Abstract with keywords in context**: An arrow points to the abstract text.

# STEP 1: Preparing your article

- Using **strong keywords** is the key! Utilize Scopus to find the proper list of keywords! Type your subject area and filter by your interest and see keywords!

- Very important for indexing: they enable your manuscript to be more easily identified and cited.
- Keywords should be specific. Avoid uncommon abbreviations and general terms.
- Check guide-for-authors for specific keyword policy.
- Check Scopus to see how your peers use Keywords, search for your subject area, filter results by keyword

Filter by keyword Filter: # of results

<input type="checkbox"/> Human (35,668) >	<input type="checkbox"/> United States (3,001) >	<input type="checkbox"/> High Density Lipoprotein Cholesterol (1,799) >	<input type="checkbox"/> Diuretic Agent (1,332) >
<input type="checkbox"/> Humans (24,749) >	<input type="checkbox"/> Drug Safety (2,946) >	<input type="checkbox"/> Inflammation (1,778) >	<input type="checkbox"/> Insulin Resistance (1,319) >
<input type="checkbox"/> Cardiovascular Disease (19,592) >	<input type="checkbox"/> Prevalence (2,921) >	<input type="checkbox"/> Drug Effect (1,764) >	<input type="checkbox"/> Retrospective Study (1,319) >
<input type="checkbox"/> Article (18,636) >	<input type="checkbox"/> Dipeptidyl Carboxypeptidase Inhibitor (2,876) >	<input type="checkbox"/> Dyslipidemia (1,744) >	<input type="checkbox"/> Medical Research (1,312) >
<input type="checkbox"/> Priority Journal (14,225) >	<input type="checkbox"/> Acetylsalicylic Acid (2,854) >	<input type="checkbox"/> Methodology (1,744) >	<input type="checkbox"/> Prescription (1,306) >
<input type="checkbox"/> Review (12,953) >	<input type="checkbox"/> Beta Adrenergic Receptor Blocking Agent (2,801) >	<input type="checkbox"/> Physiology (1,741) >	<input type="checkbox"/> Epidemiology (1,305) >
<input type="checkbox"/> Male (12,639) >	<input type="checkbox"/> Non Insulin Dependent Diabetes Mellitus (2,754) >	<input type="checkbox"/> Physical Activity (1,727) >	<input type="checkbox"/> Heart (1,303) >
<input type="checkbox"/> Female (12,393) >	<input type="checkbox"/> Blood Pressure (2,563) >	<input type="checkbox"/> Chronic Disease (1,718) >	<input type="checkbox"/> Practice Guidelines As Topic (1,300) >
<input type="checkbox"/> Cardiovascular Diseases (10,827) >	<input type="checkbox"/> Follow Up (2,552) >	<input type="checkbox"/> Cardiology (1,708) >	<input type="checkbox"/> Acute Coronary Syndrome (1,299) >
<input type="checkbox"/> Adult (9,937) >	<input type="checkbox"/> Age (1,652) >	<input type="checkbox"/> Triacylglycerol (1,697) >	<input type="checkbox"/> Aging (1,298) >
<input type="checkbox"/> Cardiovascular Risk (8,815) >		<input type="checkbox"/> Personalized Medicine (1,673) >	<input type="checkbox"/> Time Factors (1,295) >
<input type="checkbox"/> Hypertension (7,517) >		<input type="checkbox"/> Age (1,652) >	<input type="checkbox"/> Comparative Study (1,293) >
<input type="checkbox"/> Anemia (7,271) >			<input type="checkbox"/> Electrocardiography (1,292) >

Indexed keywords

EMTREE medical terms:

MeSH:

## STEP 1: Preparing your article

Pay special attention to the captions of **images and tables**, including strong keywords there as well

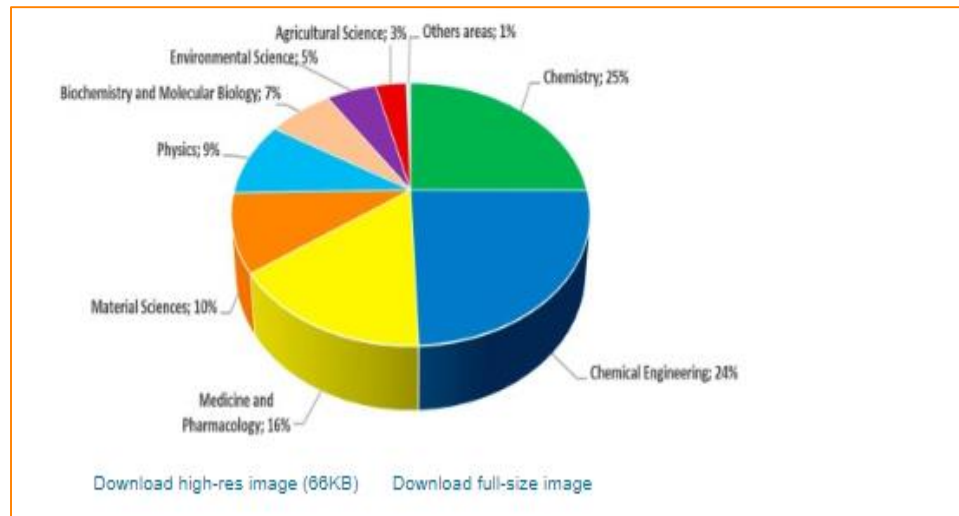


Fig. 2. Proportion of manuscript involving "ultrasound/sonochemistry" and "green/eco-friendly/sustainable chemistry" concepts in relation to the scientific fields to which the study refers (from 2000). Data from Scopus website (January 2017).

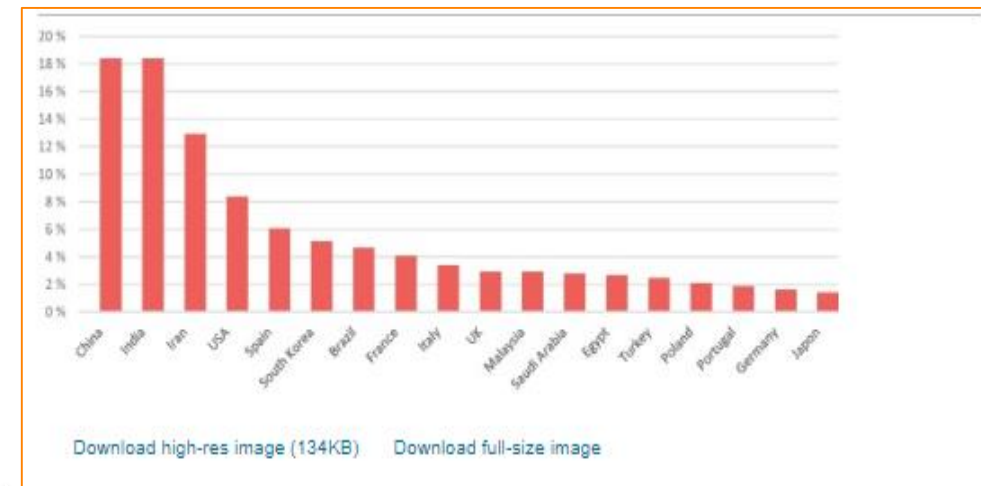


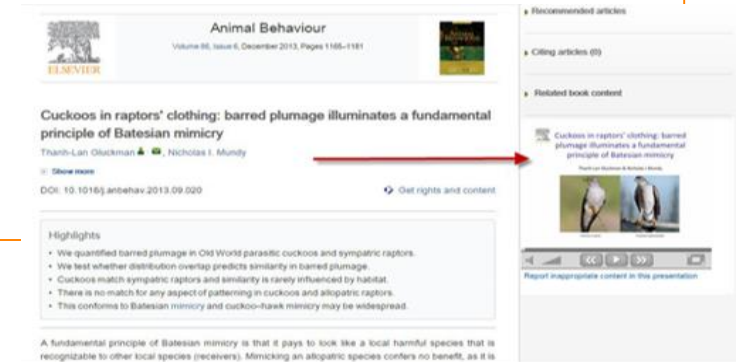
Fig. 4. Proportion of manuscript involving "ultrasound/sonochemistry" and "green/eco-friendly/sustainable chemistry" concepts in relation to the country where the study was conducted (from 2000). Data from Scopus website (January 2017).

Check **Science Direct** to see how your colleagues use captions of images and tables!

## STEP 1: Preparing your article

---

- AudioSlides are short, webcast-style presentations, which allow you to present your research in your own words.
- Elsevier offers you the option of creating your own unique AudioSlides presentation, which complements your research and provide readers with a concise overview of the article.
- AudioSlides can be accessed freely

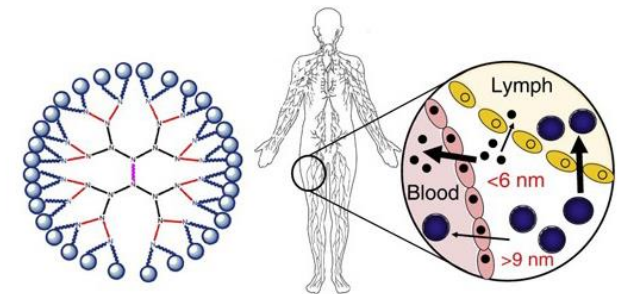


Use **Audio-slides** – add a video presentation to your article and share it with relations, bloggers, and on social media. Add it to your LinkedIn profile.

## STEP 1: Preparing your article

---

- A graphical abstract is a visual summary of the main findings of an article.
- It is placed as part of your article in Science Direct and will turn up in online search results lists.
- It helps people understand the key points of your article at a glance.



Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, *Advanced Drug Delivery Reviews*, <http://dx.doi.org/10.1016/j.addr.2011.05.016>

**Use Graphical Abstracts as a promotional tool by tweeting it, sharing it on social media, or sending it to an influential blogger. Always add a link to your article!**

## Advantages of Publishing your article in Elsevier

---



Once your article is accepted, Elsevier will publish it in **Science Direct**, where 14 million researchers around the globe can access your content.

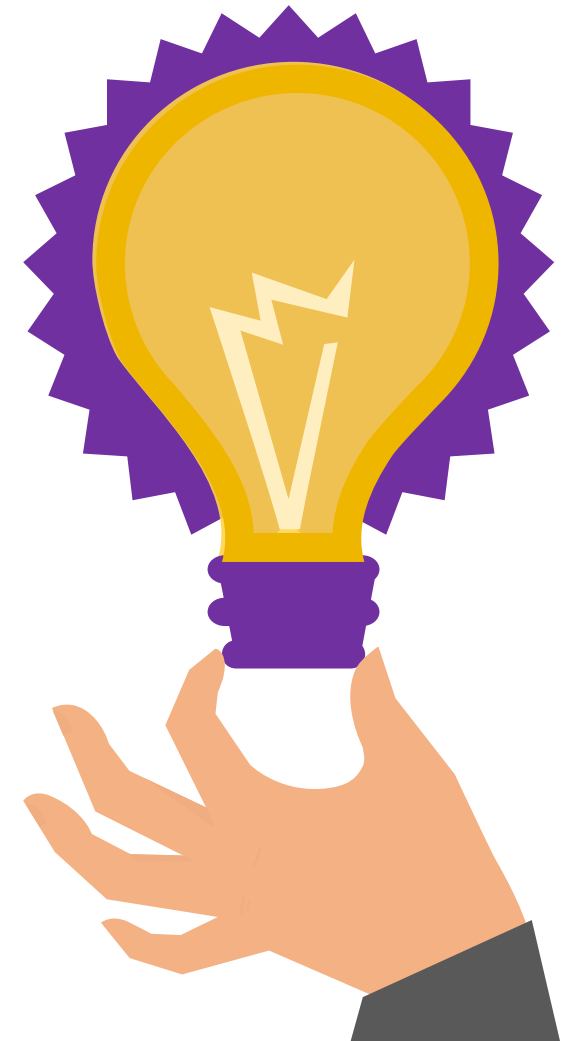


Your article will also be included in **Scopus**, world's largest abstract and citation database of peer-reviewed literature. Also features several tools to track, analyze and visualize scholarly research.

*Remember that Scopus contains abstract and references from more than 70 million content (more than 23500 journal titles only) sourced from 6000 publishers worldwide.*



**Research Highlights** is a free Elsevier application for smartphones and tablets that highlights your article to users on the basis of search terms. *Readers can preview your article abstract on their smartphones or tablets and send the full text link to their inbox*







# Promoting your article

## Step 2: Promoting your article

---

### Conferences



- Present your work face-to-face during conferences, contact with participants in advance, send them the link of your paper
- Ensure that you connect with other delegates on social networking websites

### Media Relations



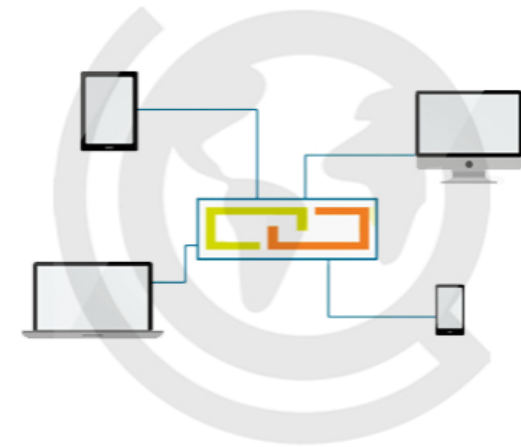
- Prepare brief research statement, which explains the significance of your research and its key outcomes in simple language. This statement can also be used as a basis for press releases as well as sharing on social media or other channels available to public.
- Contact your institution's media relations department to see how they can help you promote your published paper.
- Elsevier also sends press releases and has different ways to highlight articles online. Contact the journal editor or send an email after acceptance to [researchcomm@elsevier.com](mailto:researchcomm@elsevier.com)

## Step 2: Promoting your article

---

### Share link to your article

- Sharing your research and findings can help you make a greater impact in your community, leading to collaborations and potential new ideas and innovations.
- Following publication, Elsevier sends you a "share link", which is a personalized and customized short link that provides 50 days of free access to anyone clicking the link. We encourage you to share this link on social media or on your institutional Webpage.



*The more links there are to your article from a range of relevant Websites, the more readers you will attract and the higher your article will appear on search engine results!*

## Step 2: Promoting your article

---

### Online CV

- **ORCID** – a unique researcher identifier linking your name, research activities and articles. If you don't already have one, you can register in [www.orcid.org](http://www.orcid.org) for an ORCID and add details of the article to your profile. If you have Scopus profile, you can add ORCID as well.
- **Scopus Profile** – includes around 12 million researcher profiles world wide, if an author has at least 2 articles in Scopus, his profile is created automatically. Keep it up-to-date so other can find you easily.
- **Social Media** - Every day scholarly articles receive 12,000 new mentions across social media, news and blogs. Ensure your CV is available in such platforms:
  - *Share links to your articles.*
  - *Post regularly.*
  - *Know the influential people in your field.*
  - *Engage with others in discussions.*

ORCID

Scopus



## Step 2: Promoting your article

---

### LinkedIn

- **LinkedIn** is used professionally by 65% of researchers!
- Create a profile on [www.linkedin.com](http://www.linkedin.com) , add a picture and your CV, and your publications; include any relevant honours and awards
- Ensure that you are well represented by creating a profile and posting your latest accomplishments. On LinkedIn you can:
  - *Share links to your articles, especially in relevant groups*
  - *Add images, such as your graphical abstracts*
  - *Add videos or your AudioSlides presentations*
  - *Reposition the publication section to a more prominent position on your profile*



## Step 2: Promoting your article

---

### Other Social Media

Even if these are popular tools, you can use them for professional purposes:



#### **Social media: Facebook**

- Share link to your articles, images, videos, AudioSlides
- Connect with like-minded research professionals
- Join/ create groups catering for your field of expertise
- Create a fan page- and invite fellow researchers



#### **Social media: Twitter**

- One third of all scholars are active on Twitter. It is a great way to share your current research, publications and links to new blogs.
- Follow other researchers and thereby increase your own following
- Post regular content and respond promptly
- Retweet and use images

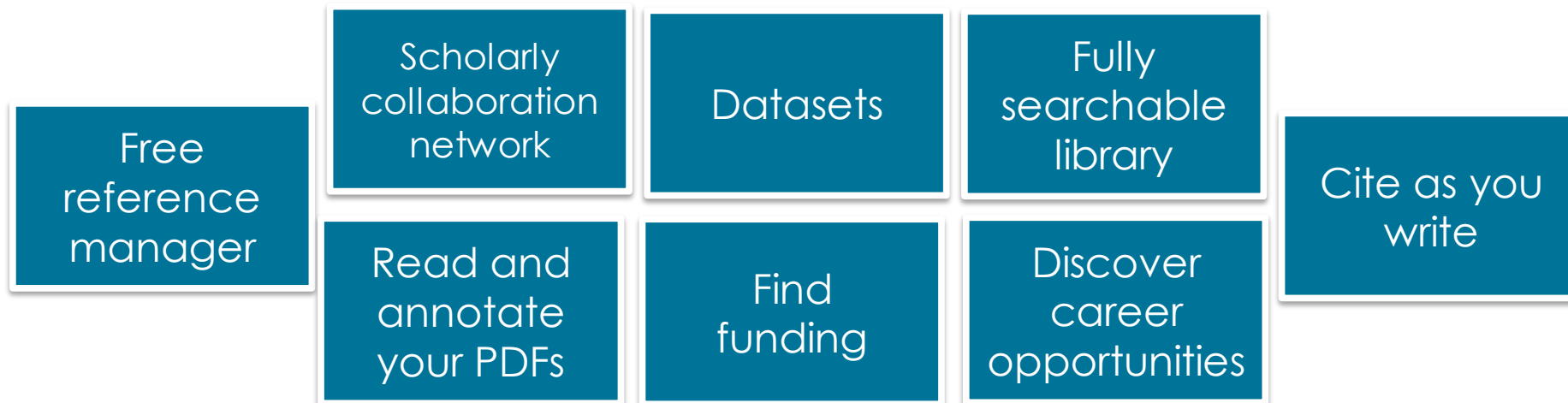
## Step 2: Promoting your article

---



Mendeley is **a free research workflow tool and academic social network** that enables and empowers researchers to **organize their references, connect and inspire each other, store and share their data** and **find new career opportunities**.

Mendeley has over 6.5 million users worldwide!



## Step 2: Promoting your article

---



- Search one of the world's largest crowd-sourced research catalogues, with a single click, you get related research, refine your search to full text PDFs and add papers to your library
- Read new topics, find ongoing research, follow curated bibliographies and get involved in discussions in public groups
- Create an academic profile, upload your papers, link it to your Scopus profile, and publicize your research.
- Explore your network! Find interesting contacts or public groups related to your interest especially if you are looking to identify an expert/ author in a particular field.
- Create and join groups, discuss your ideas and get inspired!



## Step 2: Promoting your article

The screenshot shows a researcher's profile page with the following elements:

- Profile Header:** Name "David Neal" (with an "Edit" link), title "Professor" (with an "Edit" link), and affiliation "Senior Group Leader and Professor of Surgical Oncology, University of Cambridge" (with an "Edit" link). A "How does my profile" link is also present.
- Stats:** A box displays "79 h-index" and "23595 Citations".
- Other IDs:** A section titled "Other IDs" (with an "Edit" link) includes a button to "Create or Connect your ORCID iD" and a "Scopus" entry with "Author ID: 35393852700".
- Research Interests:** A section titled "Research interests" (with an "Edit" link) lists "Cardiology" and "Androgen Receptor Signalling and Prostate Cancer Genomics".
- Publications:** A list of publications is shown, including:
  - "A prospective cohort and extended comprehensive-cohort design provided insights about the generalizability of a pragmatic trial: the ProtecT prostate cancer trial" by Donovan J, Young G, Walsh E et al. (See more), *Journal of Clinical Epidemiology* (2018) 96. Metrics: 23 Readers, 0 Citations. A "View stats" link is available.
  - "Effect of a low-intensity PSA-based screening intervention on prostate cancer mortality: The CAP randomized clinical trial". Metric: 30 Readers.
- Navigation:** A top navigation bar includes "Feed", "Library", "Suggest", "Groups", "Datasets", "Careers", "Funding", "Search", and a user profile dropdown for "David".

Receive personal stats on how your work is used

Add your Scopus and ORCID ID to share your work with other researchers

Add your research interests, to get suggestions of related research and people

Share your work with global audience and track its metrics respectively

## Step 2: Promoting your article

**Research interests** Edit

Cardiology

Androgen Receptor Signalling and Prostate Cancer Genomics

Prostate Cancer

Surgical Oncology    Urology

[View more](#)

---

**About** Edit

I am a urological surgeon and translational researcher by training and background and spent over 11 years at the University of Cambridge developing the clinical

[View more](#)

---

**Co-authors (3307)**

**Alexander H...** (195) [Following](#) ✓  
University of Ox...

**Jenny L. Donovan** (169)  
University of Bristol

**Publications (620)** [+ Add](#)

<p><b>A prospective cohort and extended comprehensive-cohort design provided insights about the generalizability of a pragmatic trial: the ProtecT prostate cancer trial</b></p> <p><a href="#">Donovan J, Young G, Walsh E et al. See more</a></p> <p><i>Prostate Cancer</i> (2018) 96</p>	<p>23 Readers</p> <p>0 Citations</p> <p><a href="#">View stats</a></p>
<p><b>Used screening intervention on CAP randomized clinical trial</b></p> <p><a href="#">See more</a></p> <p><i>Association (2018) 319(9)</i></p>	<p>30 Readers</p> <p>1 Citations</p> <p><a href="#">View stats</a></p>
<p><b>Alcohol consumption and prostate cancer incidence and progression - A Mendelian randomisation study</b></p> <p><a href="#">Brunner C, Davies N, Martin R et al. See more</a></p> <p><i>International Journal of Cancer (2017) 140(1)</i></p>	<p>54 Readers</p> <p>0 Citations</p> <p><a href="#">View stats</a></p>
<p><b>Aspirin is a novel expressed marker associated with prostate cancer p</b></p> <p><a href="#">Rochette A</a></p> <p><i>British Jou</i></p>	<p>30 Readers</p> <p>1 Citations</p> <p><a href="#">View stats</a></p>
<p><b>Associat... of... DNA with Clinical Outcomes in Muscle Invasive Bladder Cancer</b></p> <p><a href="#">Patel K, Van Der Vos K, Smith C et al. See more</a></p> <p><i>Scientific Reports (2017) 7(1)</i></p>	<p>31 Readers</p> <p>2 Citations</p> <p><a href="#">View stats</a></p>

Add extra information about yourself

Your co-authors are listed here

## Step 2: Promoting your article

### Co-authors (3307)

- AH **Alexander H...** (195) Following ✓  
University of Ox...
- JD **Jenny L. Donovan** (169)  
University of Bristol
- JL **J. Athene Lane** (80)  
University of Bristol
- RM **Richard Martin** (74) Following ✓  
University of Bri...
- RE **Rosalind A. Eeles** (58)  
The Institute of Cancer Research,...
- AW **Anne Warren** (53) Follow +  
Crestwall Ltd

Explore network >

[View stats](#)

---

**Association of Plasma and Urinary Mutant DNA with Clinical Outcomes in Muscle Invasive Bladder Cancer**

Patel K, Van Der Vos K, Smith C et al. [See more](#)

*Scientific Reports* (2017) 7(1)

[View more](#)

31  
Readers

2  
Citations

[View stats](#)

---

i

Are any publications missing from this overview?  
If so, visit the [Scopus Feedback Wizard](#) to identify and select your publications.

Explore and expand your network

Followers (83) Following (81)

MD

AR

JB

Explore network >

### Professional experience + Add

October 2002 - Present	<ul style="list-style-type: none"> <li>○ Senior Group Leader and Professor of Surgical Oncology University of Cambridge</li> <li>○ Professor of Surgery Newcastle University - University of Newcastle</li> </ul>	✎
September 1969 - October 2002 (33 years)		✎

### Education history + Add

September 1969 - November 1975 (6 years)	<ul style="list-style-type: none"> <li>○ BSc (1st); MB, BS University College London</li> </ul>	✎
--	---	---

Add more information about yourself

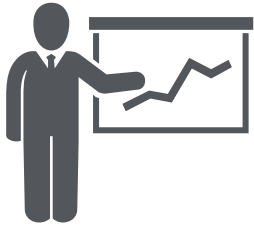


# Monitoring your article



## Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:



1. Use your **Mendeley profile**, the data feeding the Stats dashboard comes from Scopus, ScienceDirect, Mendeley, and Newsflo.

David Neal [Edit](#)

79 h-index | 23595 Citations

Professor [Edit](#)  
Senior Group Leader and Professor of Surgical Oncology  
[Edit](#)  
University of Cambridge [Edit](#)  
[How does my profile look to others?](#)

Overview **Stats** Network

Media mentions <a href="#">🔍</a>	h-index <a href="#">🔍</a>	Citations <a href="#">🔍</a>	Readers <a href="#">🔍</a>	Views <a href="#">🔍</a>
84	79	23,595	26,626	136K

Performance Timeline

Views this month <b>102</b> David's publications have received 102 views so far this month and a cumulative 4,190 views so far this year.	Citations this month <b>63</b> David's publications have been cited 63 times so far this month and a cumulative 539 times so far this year.
---	---

Performance Timeline

Views this month <b>102</b> David's publications have received 102 views so far this month and a cumulative 4,190 views so far this year.	Citations this month <b>63</b> David's publications have been cited 63 times so far this month and a cumulative 539 times so far this year.
---	---

May '17 Jun '17 Jul '17 Aug '17 Sep '17 Oct '17 Nov '17 Dec '17 Jan '18 Feb '18 Mar '18 Apr '18

Last 12 months **Historical view**

Mentions in the media [🔍](#)

Reformation Journey Part 4: Dying to Ask Questions ✕

*[embedded content] Is your faith worth dying for? In theory we often say yes. After all, Jesus died on a cross for us, and none"*

October 31, 2017 | Long Room.com (United States)

[View article](#)

## Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:



**2. Citation alerts** – both in Science Direct and Scopus, you can set citation alerts on your article.

ScienceDirect Journals & Books Ozge Serdemir

Find articles with these terms  
chemistry

Advanced search

Suggested publications: View all

Chemistry & Biology CPL Advances in Alicyclic Chemistry Advances in Carbonylate Chemistry Advances in Comparative Physiology and Biochemistry Advances in Developmental Biochemistry Advances in Neurological Chemistry

Download 1 article Export sorted by relevance | date

Review article Full text access  
Incorporating information on green chemistry into theoretical chemistry courses  
Current Opinion in Green and Sustainable Chemistry, Volume 13, October 2018, Pages 74-80  
Liliana Mammino  
Download PDF (246 KB) Abstract Export

Research article Full text access  
Comments on the teaching of chemistry, doing chemistry demonstrations, and a passion for chemical thermodynamics  
The Journal of Chemical Thermodynamics, Volume 123, August 2018, Pages 74-78  
Rubin Battino  
Download PDF (285 KB) Abstract Export

Feedback

Refine by:  
Years  
 2019 (4,000)  
 2018 (92,550)  
 2017 (90,879)  
Show more

Set search alert

Scopus Search Sources Alerts Lists Help SciVal David Neal

Author details About Scopus Author Identifier

Return to search results 1 of 47 Next Print Email

Neal, David E. Follow this Author h-index 80 View h-graph  
View potential author matches

University of Oxford, Nuffield Department of Surgical Sciences, Oxford, United Kingdom  
Author ID: 35393852700

http://orcid.org/0000-0002-6033-5086

Other name formats: Neal, David E. Neal, D. E. Neal, David NEAL, D. E. Neal, D.

Subject areas: Medicine Biochemistry, Genetics and Molecular Biology Pharmacology, Toxicology and Pharmaceutics Immunology and Microbiology  
Agricultural and Biological Sciences Nursing Physics and Astronomy Neuroscience View all

Document and citation trends:

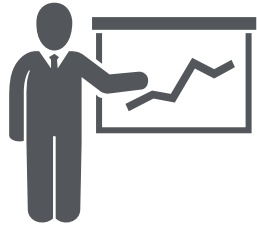
Documents Citations

24808 by 18631 documents View citation overview

Get citation alerts + Add ORCID Request author detail corrections Export profile to SciVal

## Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:



### 3. Plum Metrics



#### USAGE

(clicks, downloads, views, library holdings, video plays)



#### CAPTURES

(bookmarks, code forks, favorites, readers, watchers)



#### MENTIONS

(blog posts, comments, reviews, Wikipedia links)



#### SOCIAL MEDIA

(+1s, likes, shares, tweets)



#### CITATIONS

(citation indexes, patent citations, clinical citations)

Plum tracks activity from **>50 platforms**, and we continue to invest more:



**PLUMX**

**Usage**  
 Clicks: **814**  
 Abstract Views: **960**  
 HTML Views: **192**  
 Link-outs: **131**

**Captures**  
 Exports-Saves: **72**  
 Readers: **86**

**Mentions**  
 Blog Mentions: **3**  
 Comments: **8**  
 Links: **1**

**Social Media**  
 Shares: **23**  
 Likes: **12**  
 +1s: **9**  
 Score: **4**  
 Tweets: **114**

**Citations**  
 Clinical Citations: **4**  
 Citations: **298**

[see details](#)

## YOU WILL GET NOTICED!

---

Getting noticed today means using the abundant online and social media tools available to better promote your research findings and publications. As a result:



*The online efforts that you make today will make you stronger offline tomorrow- **so get involved, and get noticed!***



## How to reach the resources by yourselves?

---

# Introducing Researcher Academy

Researcher Academy provides free access to countless e-learning resources designed to support researchers on every step of their research journey.

Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.

<https://researcheracademy.elsevier.com>

## Unlock your research potential

Navigate your research journey with Researcher Academy. Free e-learning modules developed by global experts. Career guidance and advice. Research news on our blog.

Start learning >

RESEARCH  
PREPARATION



WRITING  
FOR RESEARCH



PUBLICATION  
PROCESS



NAVIGATING  
PEER REVIEW



COMMUNICATING  
YOUR RESEARCH



## How to reach the resources by yourselves?

- Register in Elsevier Researcher Academy, which provides free access to countless e-learning resources designed to support researchers on every step of their research journey. Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.  
<https://researcheracademy.elsevier.com>
- Watch Scopus tutorials on various topics:  
[https://service.elsevier.com/app/answers/detail/a\\_id/14799/supporthub/scopus/](https://service.elsevier.com/app/answers/detail/a_id/14799/supporthub/scopus/)
- Subscribe Scopus and Mendeley blogs to receive the latest developments and updates:  
[www.Blog.scopus.com](http://www.blog.scopus.com) and [www.Blog.mendeley.com](http://www.blog.mendeley.com)
- Online resource centre where you will find detailed guides, videos and tutorials that will help you to read some of the features of Mendeley in a little bit more detail.  
<http://www.resources.mendeley.com>
- For further questions: [o.sertdemir@elsevier.com](mailto:o.sertdemir@elsevier.com)



**THANK YOU!**