Chapter 3
Smart Communities:
Promoting Scientific Publications Through Academic Social Networks

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ABSTRACT

This chapter presents the ways in which researchers can promote their publications through academic social networks. In the academic world, the visibility of the scientific activity and the impact factor of the publications are extremely important, a challenging and difficult reality that researchers face when they start academic writing. In order to have greater visibility and notoriety in the academic and scientific world, it is necessary to have publications in journals with impact factor. Sharing publications through academic social networks also contributes to a wider recognition and visibility as a researcher. In a society where researchers are dismayed by the need for publications with impact factor, it is important to highlight the concern for an efficient use of academic social networks. Sharing articles through these networks will result in larger visibility of the scientific work of the researcher, projection of his or her scientific writing, and in a higher possibility of being cited by peers, thus enabling an h-index or i10.

INTRODUCTION

The academy is currently lobbying researchers (juniors / seniors) to produce and publish the results of their researches, either for a teacher evaluation, for applications for funding or even as an evaluation element for doctoral candidates. Doctoral students as junior researchers are those who have a greater difficulty entering the circle of

publication and who have to fight for the recognition of the academic community. This recognition is what will allow the researcher to increase his h-index, since it increases the probability of being cited. This factor is inherent to the quality of the published articles and to the impact factor of the journals in which they publish their studies. Social networks appear in this context as a tool that assists in the dissemination of publications made, as well as, a motto for recognition by peers and other specialists.

This chapter is aimed to present the ways in which researchers can promote their publications through academic social networks. In the academic world, the visibility of the scientific activity and the impact factor of the publications are extremely important, a challenging and difficult reality that researchers face when they start academic writing. In order to have greater visibility and notoriety in the academic and scientific world, it is necessary to have publications in journals with impact factor. Sharing publications through academic social networks also contributes to a wider recognition and visibility as a researcher.

In a society where researchers are dismayed by the need for publications with impact factor, it is important to highlight the concern for an efficient use of academic social networks. Sharing articles through these networks will result in larger visibility of the scientific work of the researcher, projection of his or her scientific writing, and in a higher possibility of being cited by peers enabling, thus, to obtain an *h-index* or *i10*.

Therefore, in this chapter we pretend to answer the following questions: Why is there a concern about publishing? What is the importance of sharing scientific work on academic social networks? On which academic social networks should one have profiles? What is the impact factor of journals and of researchers?

THE IMPORTANCE OF WRITING AND PUBLISHING TO A RESEARCHER

Writing is not an easy process. Often it is not possible to transmit what has meant by lack of communication, grammatical errors or even by not having a fluid writing in which what is intended is transmitted. According to Albert Mehrabian (1981) in his book Silent Messages: Implicit Communication of Emotions and Attitudes that resulted from a research on nonverbal communication, the 7% rule was born, in which the words used have a communication weight of 7%, the body language a value of 55% and the voice tone the remaining 38%, this in an oral presentation. Although there are other studies that refute these percentages, it is indisputable that there should be some care in verbal communication. It is not surprising that the concern in written communication has to be redoubled by the fact that this communication

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