

# Видимость и цитирование научной статьи: возможности влияния



Андрей Локтев,  
консультант по ключевым информационным решениям Elsevier

# Содержание

- Роль библиографических списков в статье
- Выбор журнала
- Продвижение статьи





# Роль библиографических списков в статье

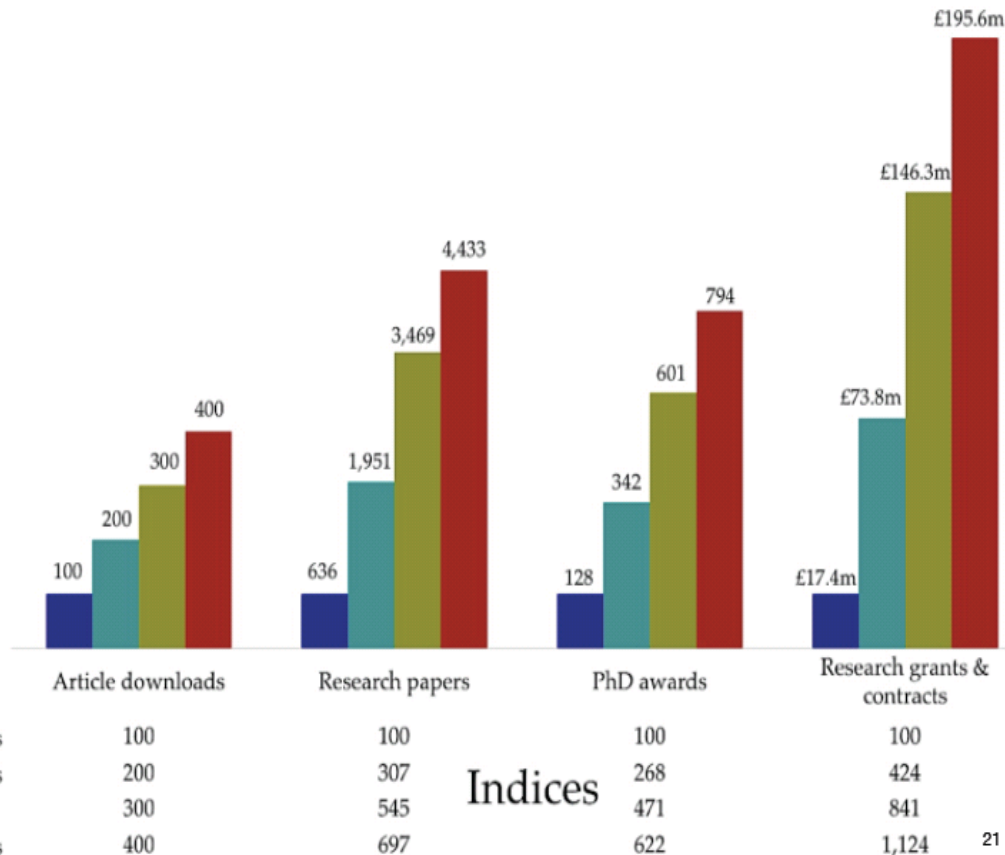
# Чтение научной литературы способствует созданию нового знания



# Публикационная активность и финансирование напрямую связаны с использованием научных ресурсов

## Journal use and research outcomes: a thought experiment

CIBER institutional indicators



“При двукратном увеличении количества скачиваемых статей, с 1 до 2 млн происходит статистически значимое, резкое увеличение публикационной активности”, в том числе:

- 1) Рост количества статей на 207%
- 2) Рост количества диссертаций на 168%
- 3) Увеличение внебюджетного финансирования на 324%

# Правильное цитирование

## Значение цитирования:



**Помещает вашу работу в контекст, создает диалог**



**Отдает должное предыдущим работам, которые легли в основу вашего исследования**



**Сохраняет достоверность и точность научной литературы**

## Библиография в вашей научной статье

- Цитируйте основные научные публикации, на которых основана ваша работа
- Не увлекайтесь ссылками
- Будьте уверены, что вы полностью освоили материал, на который ссылаетесь. Не полагайтесь только на выдержки или отдельные предложения
- Избегайте излишнего самоцитирования
- Не увлекайтесь цитатами публикаций из одного региона
- Строго придерживайтесь формата, рекомендуемого Руководством для авторов

## ScienceDirect как источник качественных ссылок

- Содержит более **2500** полнотекстовых электронных журналов - 25% издаваемых статей
- В открытом доступе **более 380** журналов, в том числе и 14 журналов издательства Cell Press (с 1995 года), рефераты всех статей
- Более **13** млн рефератов/полнотекстовых статей
  - Содержание сформировано с 1995 и далее
  - Ретроспективная коллекция вплоть до Vol. 1 Issue 1
  - Статьи еще не вышедшие в печать
- Электронные энциклопедии (Online Reference works) – 112 названий
- Электронный справочники (Handbooks) – 200 названий
- Электронные книги (e-books) и продолжающиеся издания (Books series) – более **33000** названий + MARC записи





## Каждая пятая ссылка в библиографии ведет на статьи Elsevier

- ScienceDirect – это **23,9%** всех опубликованных в мире научных статей\*
- **26%** цитирований, в том числе среди самых престижных журналов - 21%\*
- Elsevier публикует **28,5%** среди **5%** наиболее цитируемых статей в мире\*
- **62** журнала Elsevier занимает первое место в своей научной категории по импакт-фактору

ScienceDirect

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- Environmental Science – 87 журналов
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- Immunology and Microbiology – 93 журнала
- Materials Science – 128 журналов
- Mathematics – 93 журнала
- Neuroscience – 113 журналов
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- Physics and Astronomy – 113 журналов
- Psychology – 107 журналов
- Social Sciences – 171 журнал


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Список найденных результатов можно или сохранить или установить оповещение на новые результаты поиска

Результаты расписаны: сколько в каких журналах; основные термины в статьях; публикационная активность по годам

hemophilia A Author name Journal or book title Volume Issue Page  Advanced search

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**Year**

- 2016 (498)
- 2015 (506)
- 2014 (486)
- 2013 (565)
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**Publication title**


- The Lancet (1,900)
- Thrombosis Research (1,384)
- The Journal of Pediatrics (601)
- Value in Health (429)
- The American Journal of Medicine (330)


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**Topic**

- patient (2,959)
- hiv (1,133)
- aid (785)
- blood (555)

ia a associated with myasthenia gravis and Isaacs' syndrome  
*Journal of the Neurological Sciences, In Press, Accepted Manuscript, Available online 16 August 2016*  
 Takahiro Takeda, Aya Konno, Toshio Kazama, Miki Suzuki, Yuko Shimizu, Mutsumi Iijima, Junji Tanaka, Kazuo Kitagawa  
 PDF (307 K)

Does the intensity and quality of treatment and not only the factor VIII level influence global hemostasis in patients with hemophilia A?  
*Thrombosis Research, Volume 144, August 2016, Pages 133-135*  
 Maria Berndtsson, Eva Zetterberg, Margareta Holmström, Nida Mahmoud Hourani Soutari, Danijela Mikovic, Ivo Elezovic, Jovan P. Antovic  
 ▶ Research highlights |  PDF (338 K)

Principles of genetic variations and molecular diseases: applications in hemophilia A Review Article  
*Critical Reviews in Oncology/Hematology, Volume 104, August 2016, Pages 1-8*  
 N. Lannoy, C. Hermans  
 ▶ Abstract |  PDF (1409 K)

Total hip arthroplasty in patients with haemophilia – What are the risks of bleeding in the immediate peri-operative period? Original Research Article  
*Journal of Orthopaedics, Volume 13, Issue 4, December 2016, Pages 389-393*  
 Grainne Colgan. Joseph F. Baker. N. Donlon. N. Hodan. T. McCarthy

# Сохранение поискового запроса

Search results: 3 results found for TITLE(*paroxysmal nocturnal hemoglobinuria*) and AUTHORS(*Parker*).

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Search: ALL(aircraft noise)

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|

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Alert name 	Frequency 	Actions	Content view	RSS
aeroacoustics	Weekly	<a href="#">Edit alert</a>   <a href="#">Edit email</a>   <a href="#">Delete</a>	<ul style="list-style-type: none"> <li>Latest results</li> <li>Archive</li> </ul>	
Rushydro	Inactive	<a href="#">Edit alert</a>   <a href="#">Edit email</a>   <a href="#">Edit search</a>   <a href="#">Delete</a>	<ul style="list-style-type: none"> <li>Latest results</li> <li>Archive</li> </ul>	

# Articles in Press – статьи появляются раньше

hemophilia A Author name Journal or book title Volume Issue Page  Advanced search

Search results: 18,087 results found.

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- 2016 (498)
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### Publication title

- The Lancet (1,900)
- Thrombosis Research (1,384)
- The Journal of Pediatrics (601)
- Value in Health (429)
- The American Journal of Medicine (330)

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### Topic

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- hiv (1,133)
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### Content type

- Journal (18,087)


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 Relevance

- Acquired hemophilia a associated with myasthenia gravis and Isaacs' syndrome  
*Journal of the Neurological Sciences, In Press, Accepted Manuscript, Available online 16 August 2016*  
Takahiro Takeda, Aya Konno, Toshio Kazama, Miki Suzuki, Yuko Shimizu, Mutsumi Iijima, Junji Tanaka, Kazuo Kitagawa  
 PDF (307 K)
- Does the intensity and quality of treatment and not only the factor VIII level influence global hemostasis in patients with hemophilia A?  
*Thrombosis Research, Volume 144, August 2016, Pages 133-135*  
Maria Berndtsson, Eva Zetterberg, Margareta Holmström, Nida Mahmoud Hourani Soutari, Danijela Mikovic, Ivo Elezovic Antovic  
▶ [Research highlights](#) |  PDF (338 K)
- Principles of genetic variations and molecular diseases: applications in hemophilia A Review Article  
*Critical Reviews in Oncology/Hematology, Volume 104, August 2016, Pages 1-8*  
N. Lannoy, C. Hermans  
▶ [Abstract](#) |  PDF (1409 K)
- Total hip arthroplasty in patients with haemophilia – What are the risks of bleeding in the immediate peri-operative period?  
Original Research Article  
*Journal of Orthopaedics, Volume 13, Issue 4, December 2016, Pages 389-393*  
Grainne Colgan, Joseph F. Baker, N. Donlon, N. Hogan, T. McCarthy  
▶ [Abstract](#) |  PDF (287 K)
- Effect of Biophysical Properties of Phosphatidylserine Particle on Immune Tolerance Induction Toward Factor VIII in Hemophilia A Mouse Model  
Original Research Article  
*Journal of Pharmaceutical Sciences, In Press, Corrected Proof, Available online 16 July 2016*  
Radha Ramakrishnan, Sathy V. Balu-Iyer


# Articles in Press – статьи появляются раньше



Journal of Pharmaceutical Sciences

Available online 16 July 2016

In Press, Corrected Proof — Note to users



Pharmaceutical Biotechnology

## Effect of Biophysical Properties of Phosphatidylserine Particle on Immune Tolerance Induction Toward Factor VIII in a Hemophilia A Mouse Model

Radha Ramakrishnan, Sathy V. Balu-Iyer<sup>1</sup>  

Department of Pharmaceutical Sciences, University at Buffalo, The State University of New York, Buffalo, New York 14215

Received 19 February 2016, Revised 8 June 2016, Accepted 9 June 2016, Available online 16 July 2016

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doi:10.1016/j.xphs.2016.06.008

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Статья появится только в  
октябрьском номере  
журнала



# Внешний вид статьи после ее открытия

The screenshot shows the Elsevier article interface. At the top, there are navigation options: 'Download PDF' (with a PDF icon), 'Export' (with a list icon), a search bar for 'ScienceDirect', and 'Advanced search' (with a magnifying glass icon). The article title is 'Bi-objective data gathering path planning for vehicles with bounded curvature', published in 'Computers & Operations Research'. The journal cover image is visible on the right. The authors listed are Douglas G. Macharet, Jefferson W.G. Monteiro, Geraldo R. Mateus, and Mario F.M. Campos, each with a checkmark icon. A red box highlights the author list and a 'Show more' link. The abstract text is visible below the author list. On the left side, there is an 'Article outline' section with a 'Show full outline' checkbox, listing sections from 'Abstract' to 'References'. Below that is a 'Figures and tables' section with several small image thumbnails. On the right side, there are sections for 'Recommended articles' (listing 'Tangential Gap Flow (TGF) na...' and 'Effective heuristics for ant colo...'), 'Citing articles (0)', and 'Related book content'.

PDF **Download PDF** Export Search ScienceDirect Advanced search

**Computers & Operations Research**  
Available online 21 July 2016  
In Press, Corrected Proof — Note to users

**Bi-objective data gathering path planning for vehicles with bounded curvature**

Douglas G. Macharet ✓, Jefferson W.G. Monteiro ✓, Geraldo R. Mateus ✓, Mario F.M. Campos ✓  
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<http://dx.doi.org/10.1016/j.cor.2016.07.004> Get rights and content

**Abstract**

A Wireless Sensor Network consists of several simple sensor nodes deployed in an environment having as primary goal data acquisition. However, due to limited sensor communication range, oftentimes it is necessary to use a mobile sink node that will visit sensor nodes to gather up their collected data. An important aspect that must be taken into account in this case are the intrinsic limitations of the vehicle used, such as kinematic and dynamic constraints, since most of the vehicles present in our everyday life have such restrictions. Therefore, this work addresses the problem of planning efficient paths,

**Article outline**  Show full outline

**Abstract**

Keywords

1. Introduction
2. Related work
3. Methodology
4. Numerical simulations
5. Conclusion and future work

References

**Figures and tables**

**Recommended articles**

- Tangential Gap Flow (TGF) na**  
2016, Robotics and Autonomous System
- Effective heuristics for ant colo**  
2016, Swarm and Evolutionary Computa
- 7 - Step 4: data gathering and a**  
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# Внешний вид статьи после ее открытия

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Article outline

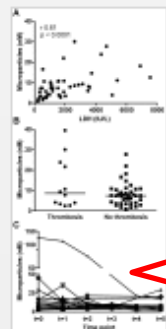
Show full outline

- Highlights
- Abstract
- Keywords
- 1. Introduction
- 2. Materials & Methods
- 3. Results
- 4. Discussion
- Authorship Contributions
- Funding
- Conflicts of Interests
- Acknowledgements
- References

Разделы статьи

Figures and tables

-  Table 1
-  Table 2



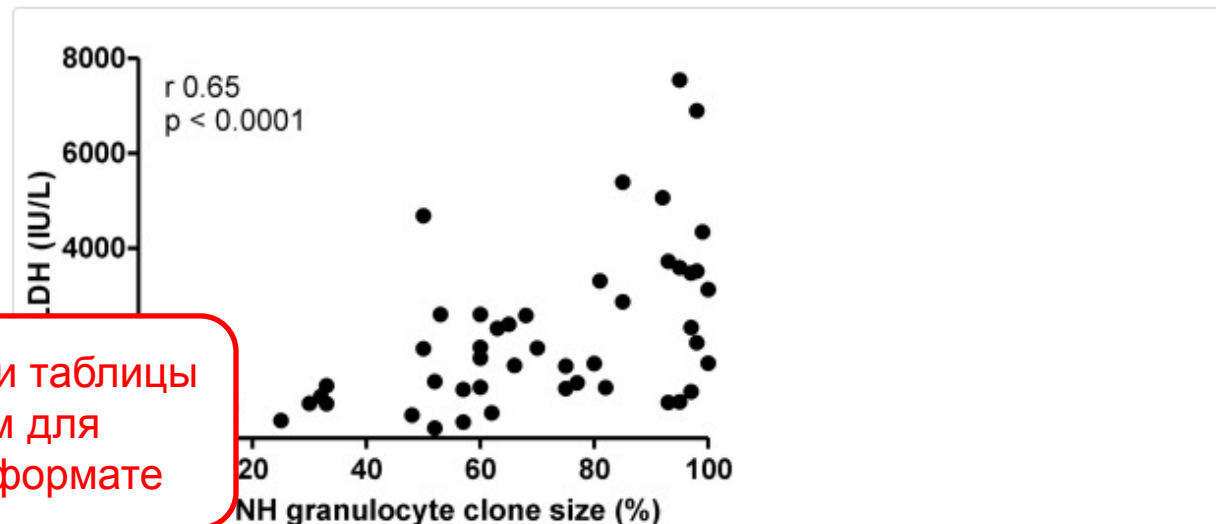
Изображения и таблицы  
в удобном для  
скачивания формате

-  Table 3
-  Table 4

endothelial activation markers during bezafibrate treatment, suggesting that bezafibrate may reduce endothelial activation [27].

In conclusion, our studies show that the decrease of D-dimer levels upon treatment with ... in the first hours and is sustained. In addition, upon treatment ... levels and thrombin peak height decrease. This suggests that, ... described effect on endothelial activation, there may also be ... ration. The possible prognostic value of elevated D-dimer levels ... patients with a history of thrombosis is promising but requires further investigation.

The following is the supplementary data related to this article.



Supplementary Fig. 1.

PNH granulocyte clone size correlates to the degree of hemolysis.

# Дополнительная информация о статье



## THE LANCET

Volume 379, Issue 9824, 14–20 April 2012, Pages 1447–1456



Review

### Modern haemophilia care

Prof Erik Berntorp, MD<sup>a</sup>, Amy D Shapiro, MD<sup>b</sup>

[+ Show more](#)

doi:10.1016/S0140-6736(11)61139-2

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**Refers To** The Lancet  
**Making haemophilia a global priority**  
*The Lancet, Volume 379, Issue 9824, 14–20 April 2012, Page 1366*  
[PDF \(91 K\)](#)

**Referred to by** The Lancet  
**Making haemophilia a global priority**  
*The Lancet, Volume 379, Issue 9824, 14–20 April 2012, Page 1366*  
[PDF \(91 K\)](#)

#### Recommended articles

##### Haemophilias A and B

2003, The Lancet [more](#)

##### Management of haemophilia

2011, Paediatrics and Child Health [more](#)

##### Hemophilia A in the third millennium

2013, Blood Reviews [more](#)

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#### Citing articles (92)

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104 Mendeley readers

# Работа с внутритекстовыми ссылками

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definition presented in section 2.

## 4.1.4. Types of outcome measures

This systematic review covers studies on both speech-language deficits and hearing-impaired cases; therefore, in quantitative studies, both speech production and speech comprehension measures are taken into account, such as the Goldman-Fristoe Test of Articulation (GFTA) (Goldman and Fristoe, 2000), percentage of constants correct (PCC) (Shriberg et al., 1997), correctness of pronunciation, task completion performance, word discrimination test (WDT) phonological assessment battery (PhAB) (Frederickson et al., 1997), phonological awareness (Gillon, 2004), hearing in noise test, sound pressure level, word recognition accuracy (WRA), BKB sentence test (Bench et al., 1979), average sentence level word accuracy, word naming score (WNS), and the word verification rate (WVR). In qualitative studies, the outcome measures are the interviews and/or questionnaires which were designed to address the research questions.

## 4.2. Information sources

The studies were identified by searching electronic databases, scanning reference lists of articles and engaging in consultation with experts in the field of information technology and speech therapy. No limits were applied to the languages the proposed VSTs were designed for. This search was applied to Medline, PubMed,<sup>2</sup> ProQuest Central,<sup>3</sup> Web of Science,<sup>4</sup> Allied and Contemporary Medicine (AMED),<sup>5</sup> Informa Healthcare,<sup>6</sup> Wiley Digital Library,<sup>7</sup> Taylor & Francis,<sup>8</sup> Springer,<sup>9</sup> ScienceDirect,<sup>10</sup> IEEEExplore,<sup>11</sup> and ACM Digital Library<sup>12</sup> electronic databases. The SpeechBite<sup>13</sup> database was also searched. Finally, we tried GoogleScholar<sup>14</sup> as an integrated and comprehensive academic search

[« previous reference](#)[next reference »](#)

J. Bench, Å. Kowal, J. Bamford  
**The Bkb (Bamford–Kowal–Bench)  
sentence lists for partially-hearing children**  
Br. J. Audiol., 13 (1979), pp. 108–112

### Abstract

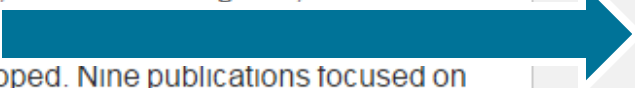
Linguistic guidelines for the design of sentences for speech audiometry with children are described, and new lists of test sentences which are based on such guidelines—the Bamford-Kowal-Bench Sentence Lists for Children—are introduced. Audiometric data relating to the use of the new lists are presented and discussed. © 1979, Informa UK Ltd. All rights reserved.

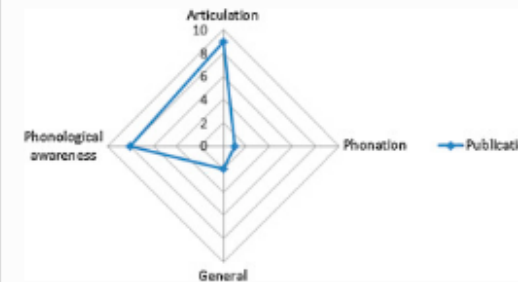
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# Работа с внутритекстовыми ссылками

## 5.5. Intervention

Various samples of VSTs were introduced and adopted in the selected studies. All the studies introduced their own developed tools and used them for intervention except one study, in which previously developed software was used (Wild, 2009). Interventions varied based on the technical abilities of the VST used, the disorder targeted, and the intervention framework the SLPs had selected. Fig. 7 |  the intervention categories for which VSTs were developed. Nine publications focused on articulation (Chaisanit et al., 2010, Engwall et al., 2006, Eriksson et al., 2005, Fagel and Madany, 2008, George and Gnanayutham, 2010, Hawley et al., 2013, Massaro and Light, 2004, Schipor et al., 2010 and van Vuuren and Cherney, 2014) and eight publications considered phonological awareness intervention (Abad et al., 2013, Moore et al., 2005, Segers and Verhoeven, 2004, Silva et al., 2012, Stacey et al., 2010, Thompson et al., 2010, Wild, 2009 and Wren and Roulstone, 2008). One study dealt with the acoustic features of pitch, vocal loudness, and duration, which was categorized in phonation class (Cole et al., 2007). Two studies had the features to deal with all three categories of articulation, phonological awareness, and phonation, which were classified in the general class in the diagram (Danubianu et al., 2009 and Saz et al., 2009).

[« previous figure](#)[next figure »](#)

Frequency of different types of intervention addressed by the shortlisted publications.

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paroxysmal nocturnal hemoglobinuria

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Authors

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# Операторы поиска имеют значение

## ScienceDirect

Search results: **18,087** results found.

## ScienceDirect

Search results: **5,838** results found.

## ScienceDirect

Search results: **799** results found for TITLE-ABSTR-KEY("hemophilia A").

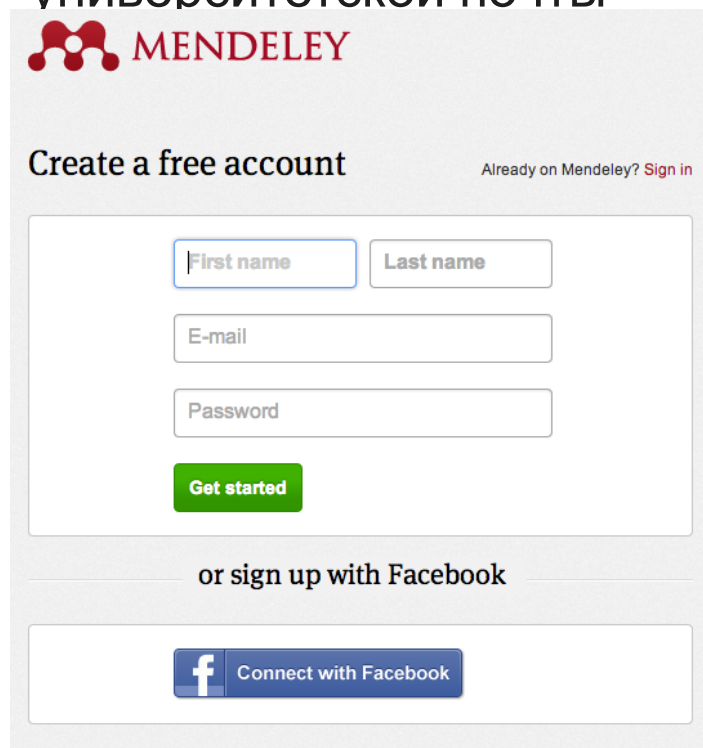
## Поиск, эффективное хранение источников при подготовке научной публикации

- Поиск и загрузка научных статей
- Организация и хранение научных статей
- Активная работа с источниками в библиографии
- Автоматизированное создание библиографических списков

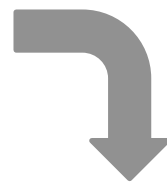
# Ваша библиотека в Mendeley

Шаг 1:

Зарегистрироваться в **Mendeley** в интернет, лучше с университетской почты



The screenshot shows the Mendeley registration interface. At the top left is the Mendeley logo (three red circles) and the word "MENDELEY" in red. Below it, the text "Create a free account" is displayed, with a link "Already on Mendeley? Sign in" to the right. The registration form contains four input fields: "First name", "Last name", "E-mail", and "Password". A green "Get started" button is positioned below the password field. At the bottom of the form, there is a link "or sign up with Facebook" and a blue "Connect with Facebook" button with the Facebook logo.



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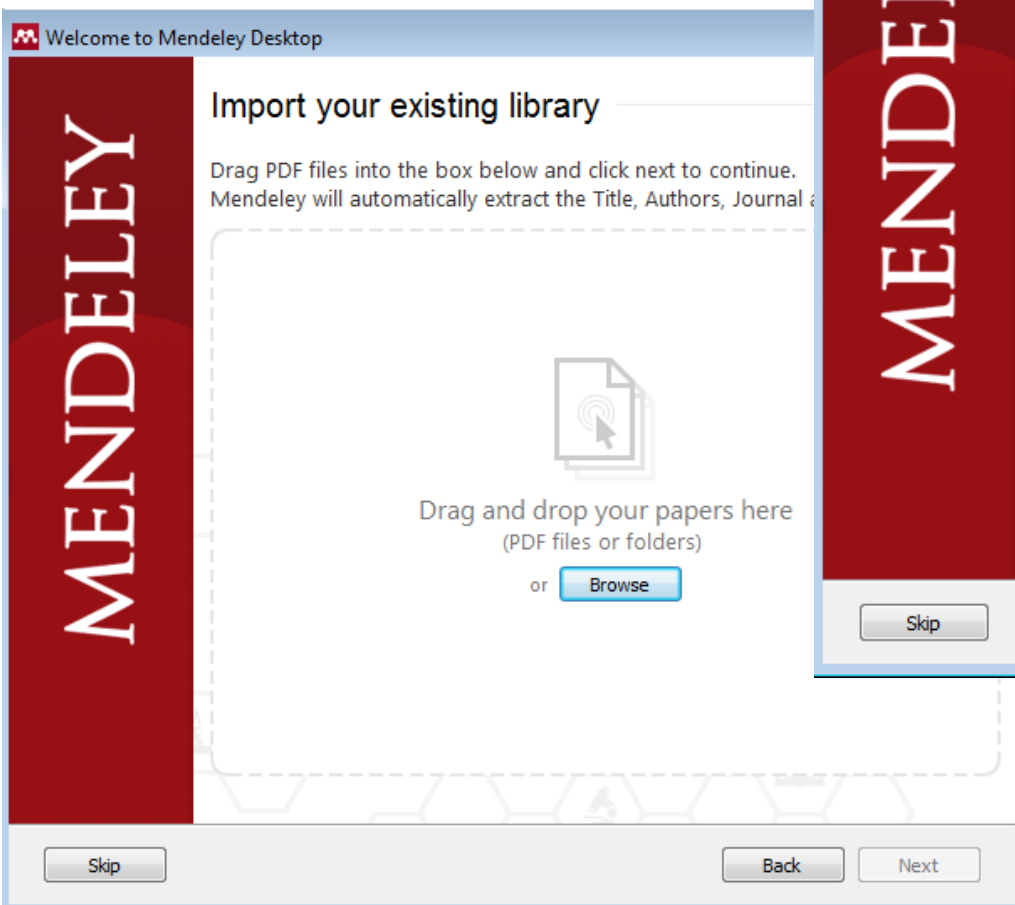
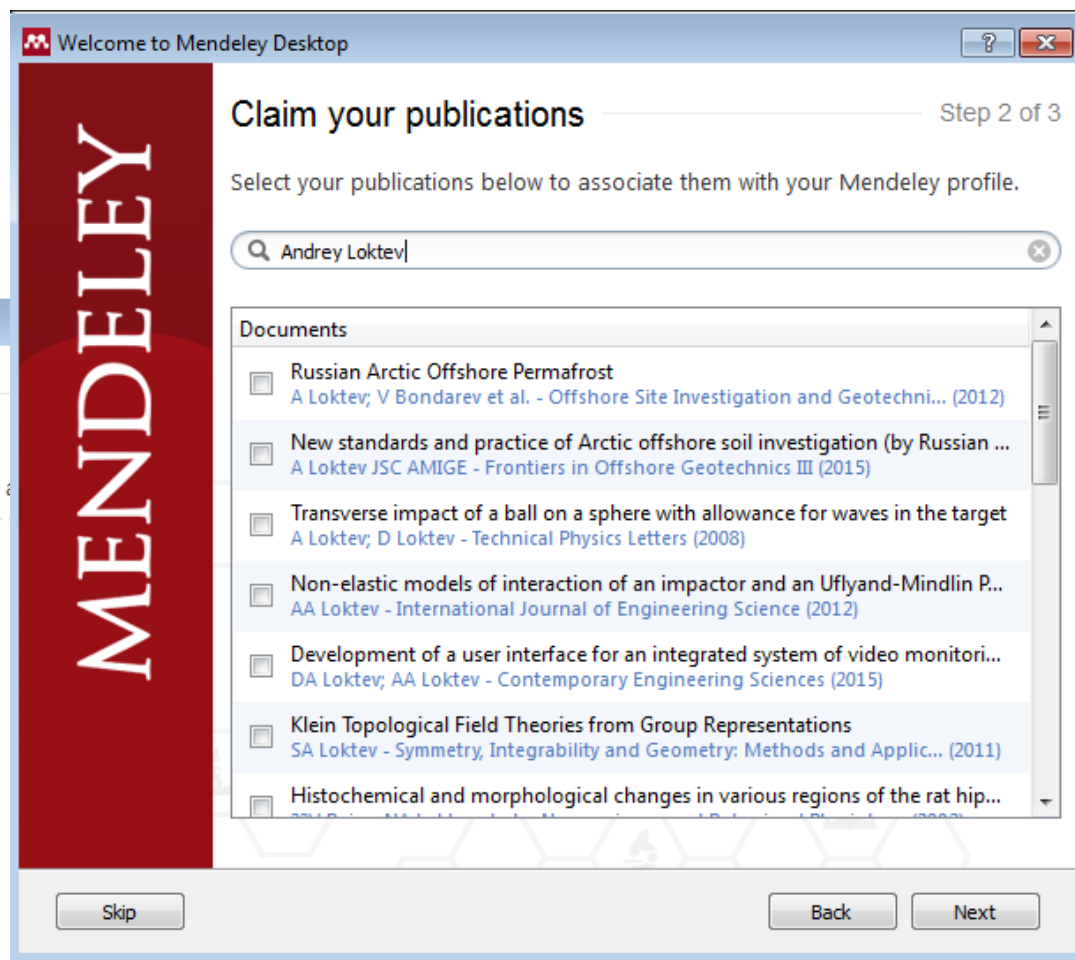
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Организовать свою библиотеку



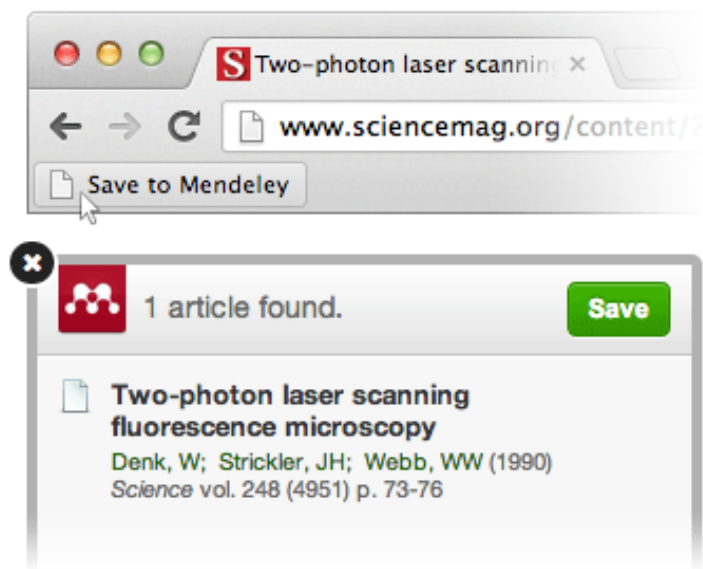


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# Добавление новых ссылок

## Mendeley Web Importer



## Mendeley Research Catalog



# Пример использования Web Importer

The screenshot shows a web browser window displaying a Google Scholar search for the term "ohsumi". The search results page shows three articles. A "Web Library" dialog box is open on the right side of the screen, listing the search results and providing options to import them. The dialog box has a "Save all" button and a "Download PDFs if available" checkbox. The first article in the list is "LC3, a mammalian homologue of yeast Apg8p, is localized in autophagosomal membranes after processing" by Kirisako, Noda, Kominami, and Ohsumi (2000). The second article is "The role of autophagy during the early neonatal starvation period" by Yamamoto, Nakaya, Yoshimori, and Ohsumi (2004). The third article is "In vivo analysis of autophagy in response to nutrient starvation using transgenic mice expressing a fluorescent autophagosome marker" by Matsui, Yoshimori, and Ohsumi (2004). The dialog box also includes a "Save all" button and a "Download PDFs if available" checkbox. The search results page shows three articles. The first article is "LC3, a mammalian homologue of yeast Apg8p, is localized in autophagosomal membranes after processing" by Kirisako, Noda, Kominami, and Ohsumi (2000). The second article is "The role of autophagy during the early neonatal starvation period" by Yamamoto, Nakaya, Yoshimori, and Ohsumi (2004). The third article is "In vivo analysis of autophagy in response to nutrient starvation using transgenic mice expressing a fluorescent autophagosome marker" by Matsui, Yoshimori, and Ohsumi (2004). The dialog box also includes a "Save all" button and a "Download PDFs if available" checkbox.

Browser address bar: [https://scholar.google.com.ph/scholar?q=ohsumi&hl=en&as\\_sdt=0,5](https://scholar.google.com.ph/scholar?q=ohsumi&hl=en&as_sdt=0,5)

Search results: About 40,200 results (0.02 sec)

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Type: Journal Article

**Cooperativity in protein folding: from lattice models with sidechains to real proteins.**

Authors: D. Klimov, D. Thirumalai

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Year:

Volume:

Issue:



Pages:

**Abstract:**

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**lattice models with sidechains to real proteins.**

Authors: D. Klimov, D. Thirumalai

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Journal: *Folding & design*

Year: 1998

Volume: 3

Issue: 2

Pages: 127-39

**Abstract:**



Over the past few years novel folding mechanisms of globular proteins have been proposed using minimal lattice and off-lattice models. The factors determining the cooperativity of folding in these models and especially their explicit relation to experiments have not been fully established, however.

**Tags:**

**Keywords:**

Fibronectins; Fibronectins: chemistry; Guanidine; Guanidine: pharmacology; Hydrogen-Ion Concentration; Models: Molecular; Peptides; Peptides: chemistry; Plant Proteins; Protein Denaturation; Protein Folding; Proteins; Proteins: chemistry; Ribonucleases; Ribonucleases: che...

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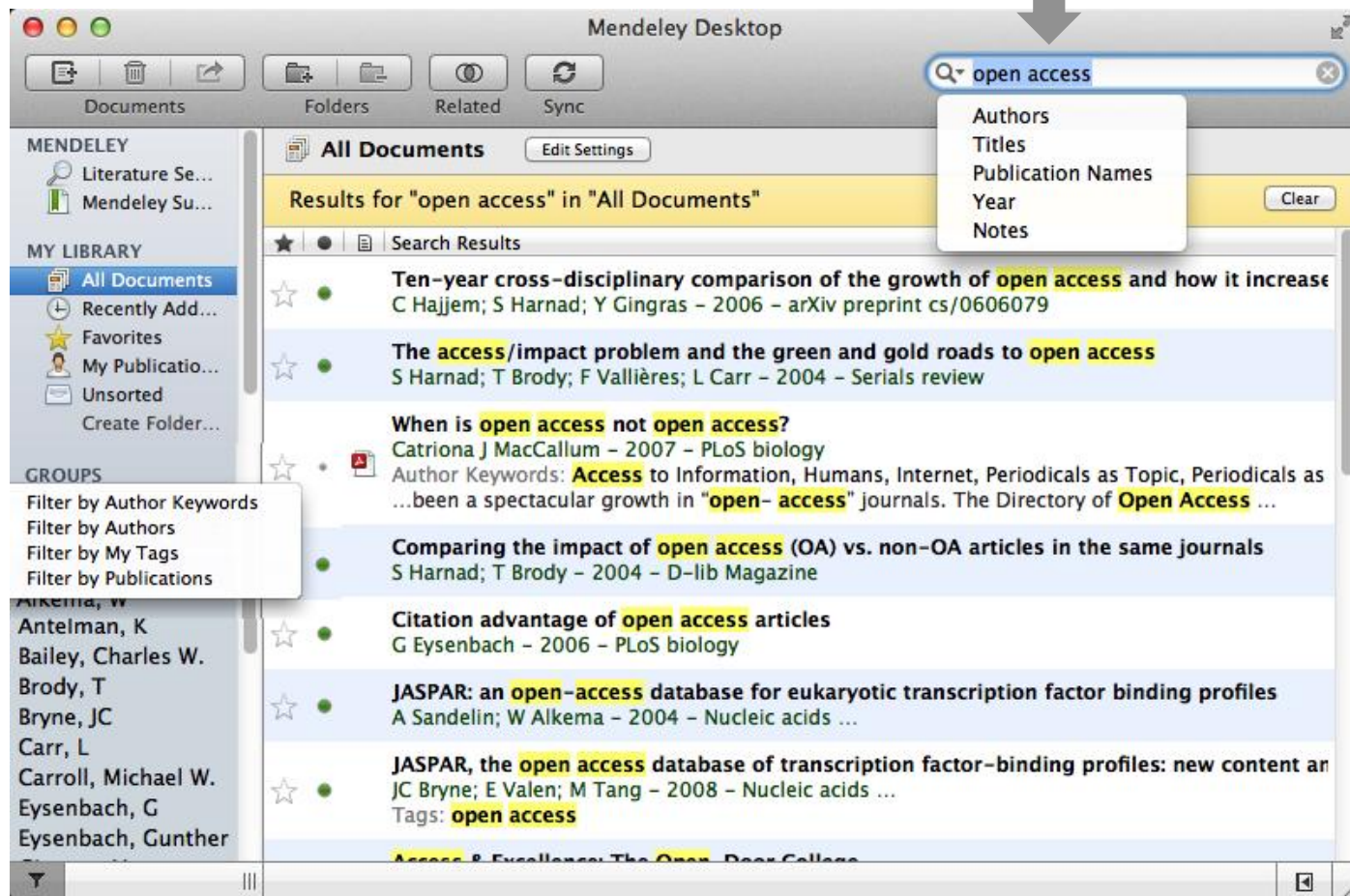
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# Поиск сохраненных документов

## Полнотекстовый поиск



The screenshot shows the Mendeley Desktop application interface. At the top, there is a search bar with the text "open access" entered. A dropdown menu is visible below the search bar, listing filter options: Authors, Titles, Publication Names, Year, and Notes. The main area displays search results for "open access" in "All Documents". The results list includes titles such as "Ten-year cross-disciplinary comparison of the growth of open access and how it increase", "The access/impact problem and the green and gold roads to open access", "When is open access not open access?", "Comparing the impact of open access (OA) vs. non-OA articles in the same journals", "Citation advantage of open access articles", "JASPAR: an open-access database for eukaryotic transcription factor binding profiles", and "JASPAR, the open access database of transcription factor-binding profiles: new content ar". On the left side, there is a sidebar with a "GROUPS" section. A filter menu is open, showing options: Filter by Author Keywords, Filter by Authors, Filter by My Tags, and Filter by Publications. Below this menu, a list of authors is visible, including Antelman, K, Bailey, Charles W., Brody, T, Bryne, JC, Carr, L, Carroll, Michael W., Eysenbach, G, and Eysenbach, Gunther.

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**Mendeley Desktop**

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Perspective

## Why Full Open Access Matters

Michael W. Carroll<sup>\*</sup>  
American University, Washington, D.C., United States of America

Scientific authors who pay to publish their articles in an open-access publication should be congratulated for doing so. They also should be aware that they may not be getting full open access from some publications that charge for publication under the "open access" label. Two features define an open-access publication: (1) the published contents are freely accessible through the Internet, and (2) readers are given copyright permission (see Box 1) to republish or reuse the content as they like so long as the author and publisher receive proper attribution [1]. Recently, some publications have begun offering an open-access option that charges for Internet publication without granting readers full reuse rights, such as Springer's Open Choice or Nature's Scientific Reports. These publishers have adopted a business model through which authors pay for immediate publication on the Internet but the publisher nonetheless keeps commercial reuse rights for itself. This is not full open access (see Box 2).

Getting open access right matters because the new publishing model is designed to increase the pace and impact of scientific communication through the power of the Internet. Immediate, free publication increases the audience for scientific research and overcomes the increasingly high price barrier to access imposed by the traditional.

is to shift from a model that uses copyright to control reuse of content to one that uses copyright to encourage republication, preservation, and translation.

### Why Support the Open-Access Financial Model?

Pricing of traditional, subscription-financed scientific journals is highly inefficient. The growth in digital technologies and in digital networks should be driving down the price of access to the scholarly journal literature, but instead prices have increased at a rate greatly in excess of inflation (e.g., [4,5]). Moreover, studies from journal publishing in some disciplines show that commercial journal publishers successfully charge significantly more than non-commercial journal publishers, such as scholarly societies, even when the commercial offerings make less valuable contributions to the progress of science and knowledge as measured by citations (e.g., [6]).

The economic roots of the pricing problem are not difficult to discern. Journal publishers provide a platform between authors of journal articles and their readers. In these situations, the go-between can choose a mix of prices to each side of the relationship, usually charging more to the party that is more dependent on the go-between. The tradi-

their demand is relatively inelastic for two reasons. First, libraries are mission-driven to acquire as broad a swath of the literature as they can afford to serve their patrons effectively. Second, subscriptions for academic journals within a given field are not readily interchangeable, unlike, say, subscriptions to news magazines, because each academic journal publishes unique research. Having their subscribers over a barrel, commercial publishers have steadily consolidated to reduce their costs while increasing profits through uncompetitive pricing [7].

The open-access model fundamentally shifts the balance of power in journal publishing, and thereby greatly enhances the efficiency and efficacy of scientific communication. In its most common form, the model shifts the costs of publication entirely to the author-funder side of the relationship so as to broaden access as far as the Internet reaches and to remove the need for any lingering usage barriers. By shifting the costs of publication entirely to the author-funder side, journals must compete head-to-head on quality and price without diminishing impact through price or usage barriers because authors have greater choice over where to publish than libraries have over whether to subscribe. This increased competition will reduce the overall costs

Details Notes Contents Enrichments

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Journal: *PLoS Biology*  
Year: 2011  
Volume: 9  
Issue: 11  
Pages: e1001210

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This perspective explains the mechanics of copyright and scholarly publishing and warns authors who support open-access publishing about a new pseudo open-access publishing model in which authors pay but publishers still retain comm...

**Tags:**  
Mendeley; Open Access

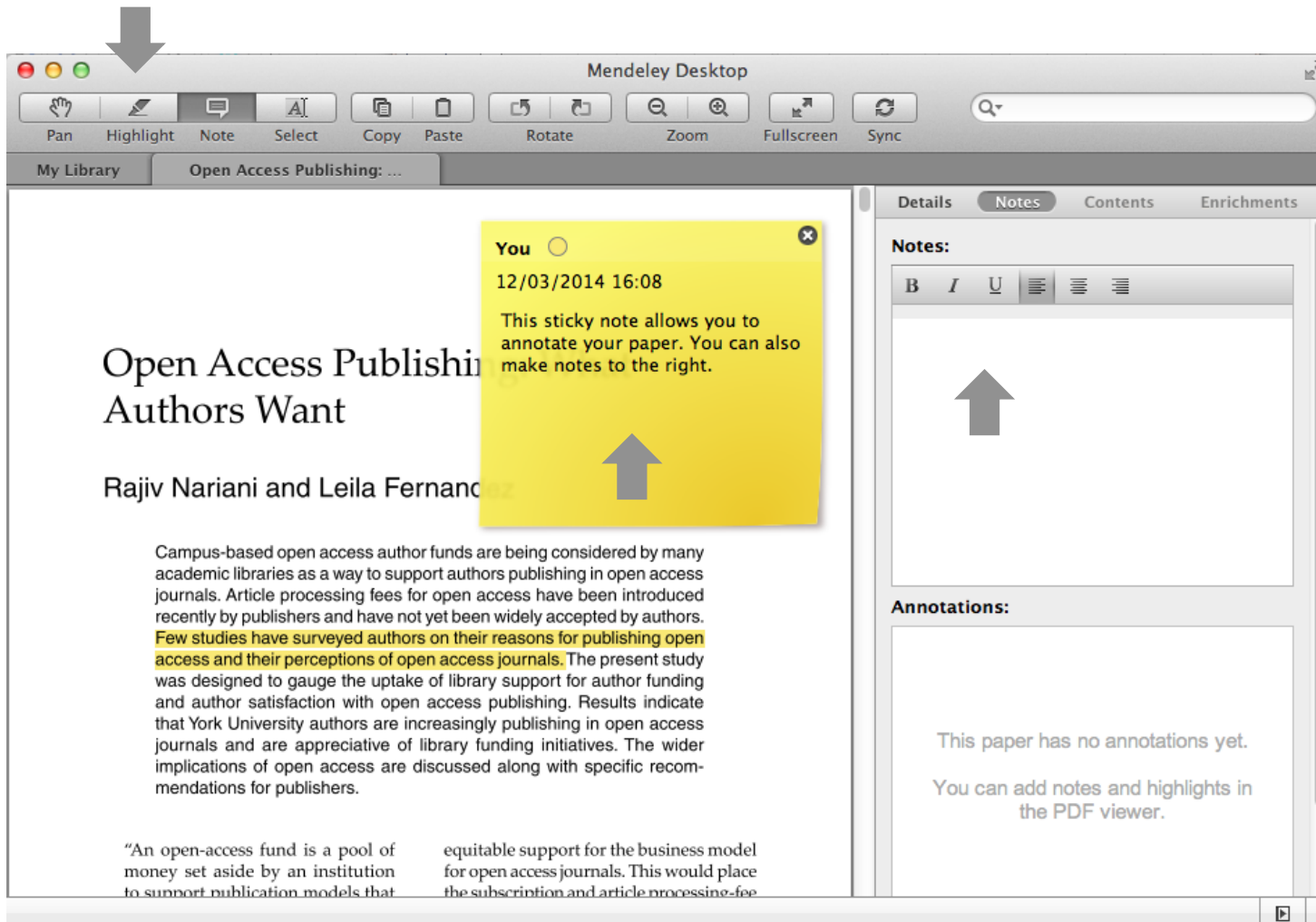
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# Комментарии и выделение



The screenshot displays the Mendeley Desktop application window. The title bar reads "Mendeley Desktop". The menu bar includes "Pan", "Highlight", "Note", "Select", "Copy", "Paste", "Rotate", "Zoom", "Fullscreen", and "Sync". The main content area shows a document titled "Open Access Publishing Authors Want" by Rajiv Nariani and Leila Fernandez. A yellow sticky note is overlaid on the document, containing the text: "You 12/03/2014 16:08 This sticky note allows you to annotate your paper. You can also make notes to the right." The right sidebar has tabs for "Details", "Notes", "Contents", and "Enrichments". The "Notes" tab is active, showing a "Notes:" section with a text area and a "Annotations:" section with a text area. The "Annotations" section contains the text: "This paper has no annotations yet. You can add notes and highlights in the PDF viewer." A large grey arrow points from the top left towards the sticky note, and another grey arrow points from the sticky note towards the "Notes" panel.

**Open Access Publishing Authors Want**

Rajiv Nariani and Leila Fernandez

Campus-based open access author funds are being considered by many academic libraries as a way to support authors publishing in open access journals. Article processing fees for open access have been introduced recently by publishers and have not yet been widely accepted by authors. **Few studies have surveyed authors on their reasons for publishing open access and their perceptions of open access journals.** The present study was designed to gauge the uptake of library support for author funding and author satisfaction with open access publishing. Results indicate that York University authors are increasingly publishing in open access journals and are appreciative of library funding initiatives. The wider implications of open access are discussed along with specific recommendations for publishers.

"An open-access fund is a pool of money set aside by an institution to support publication models that equitable support for the business model for open access journals. This would place the subscription and article processing fee

**Notes:**

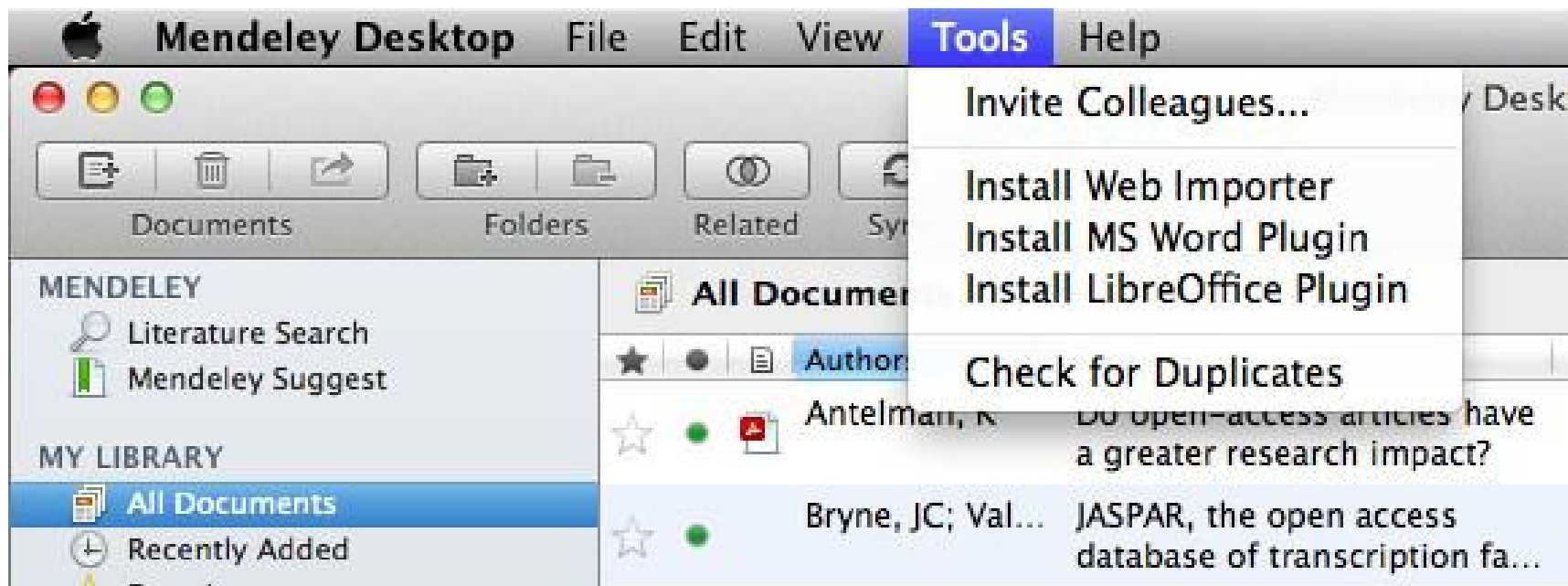
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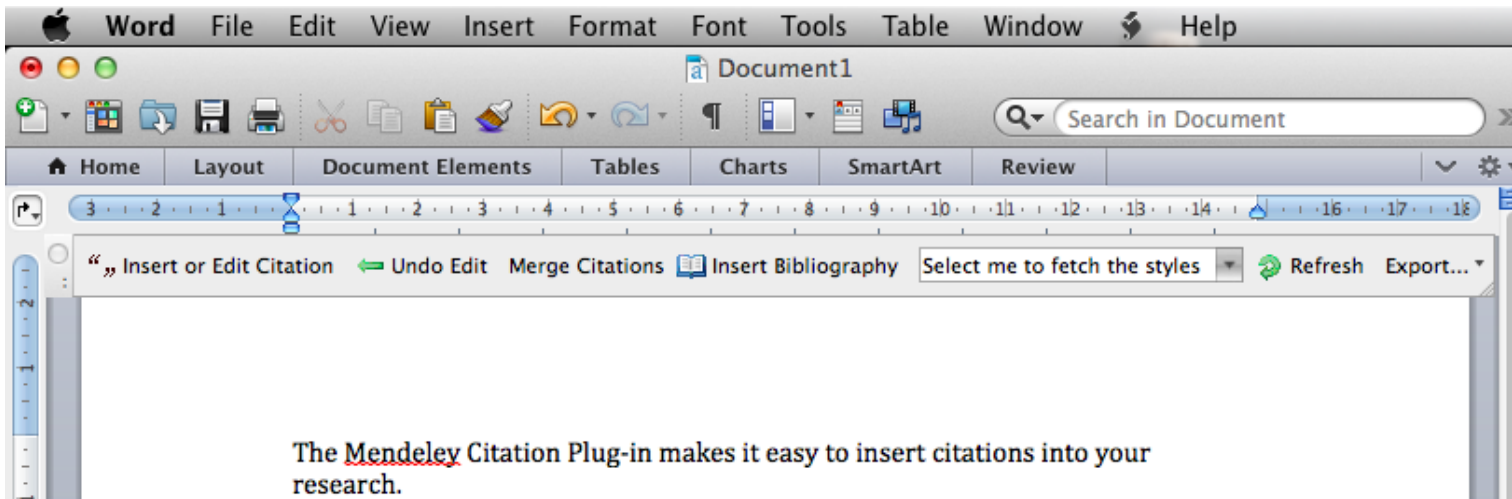
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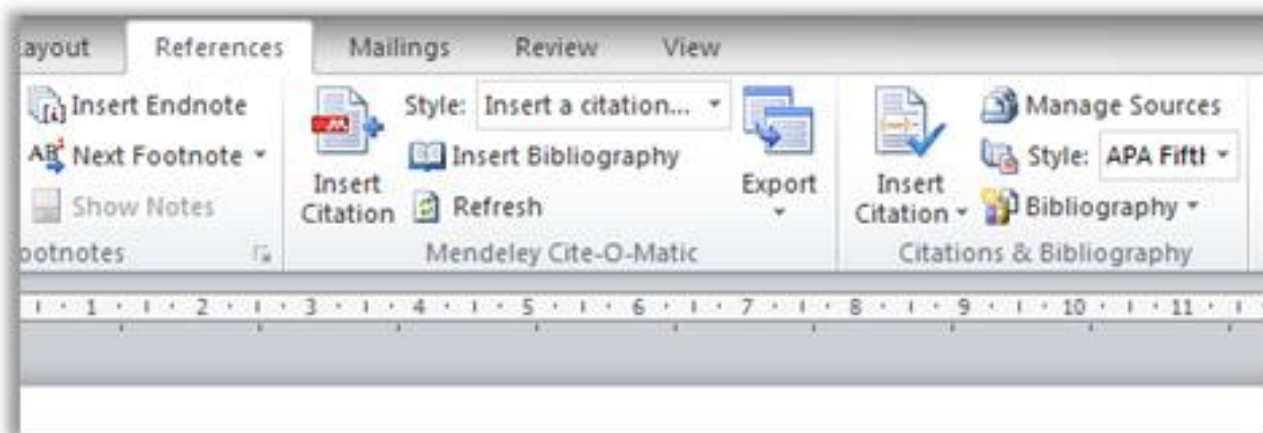


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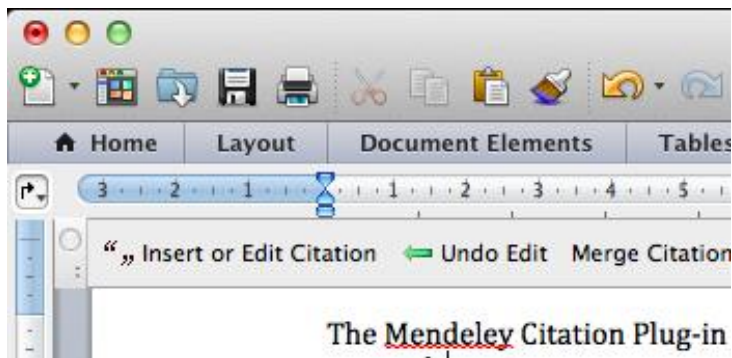


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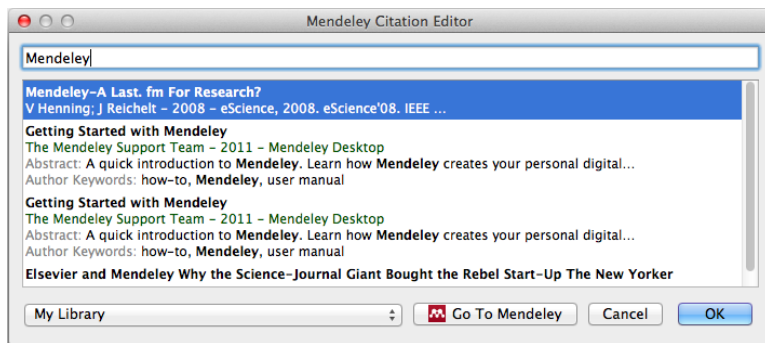
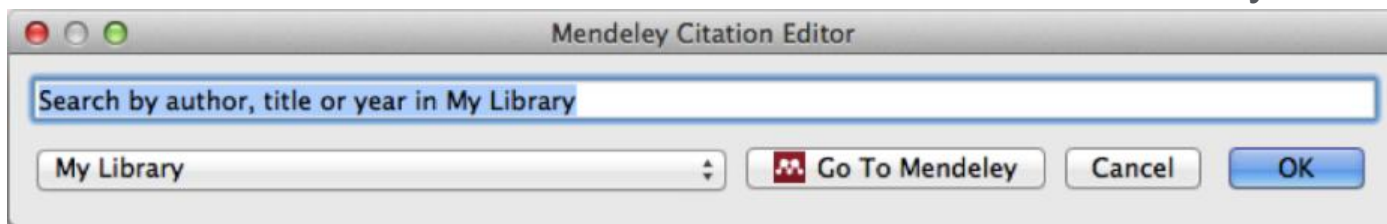
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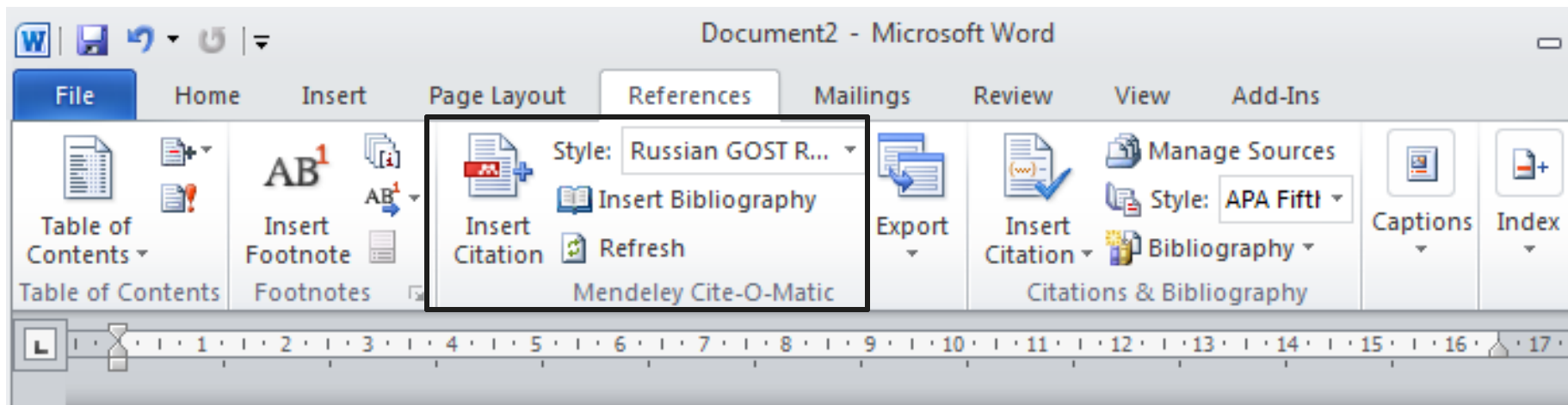


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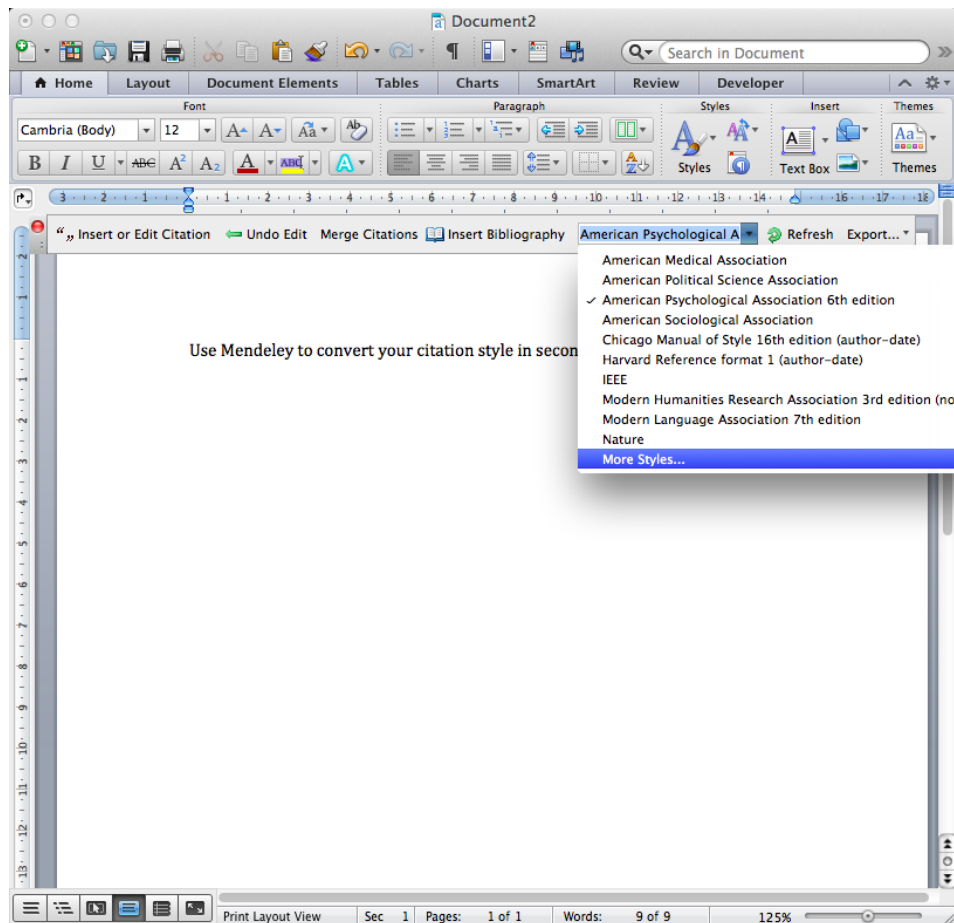
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2. Fairclough R., Thelwall M. National research impact indicators from Mendeley readers // J. Informetr. 2015. T. 9. № 4. C. 845–859.

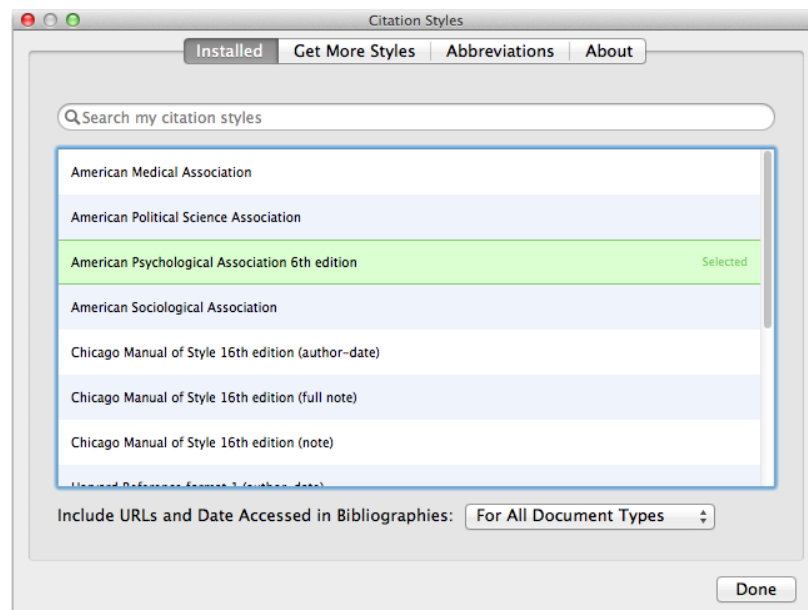
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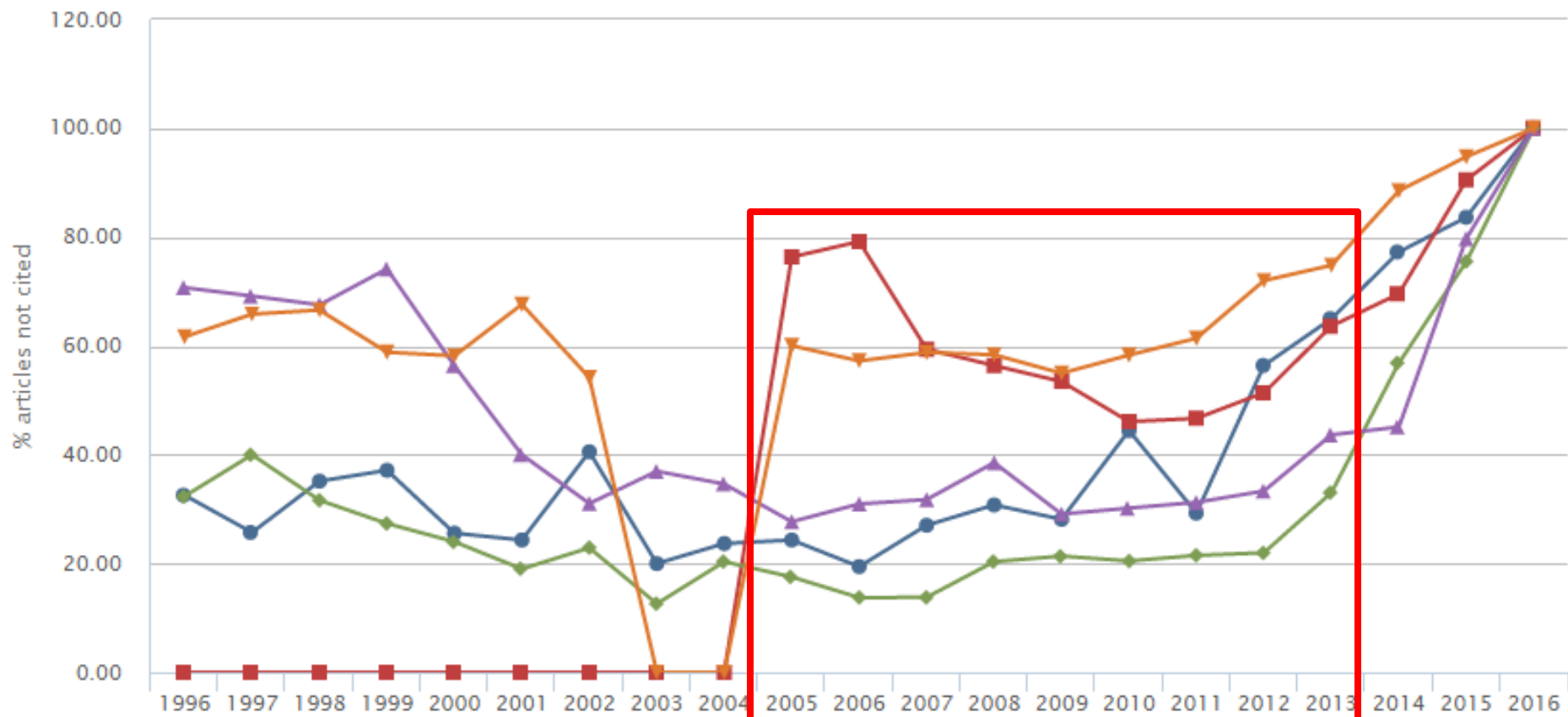
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# Почему важны изображения?

aircraft noise

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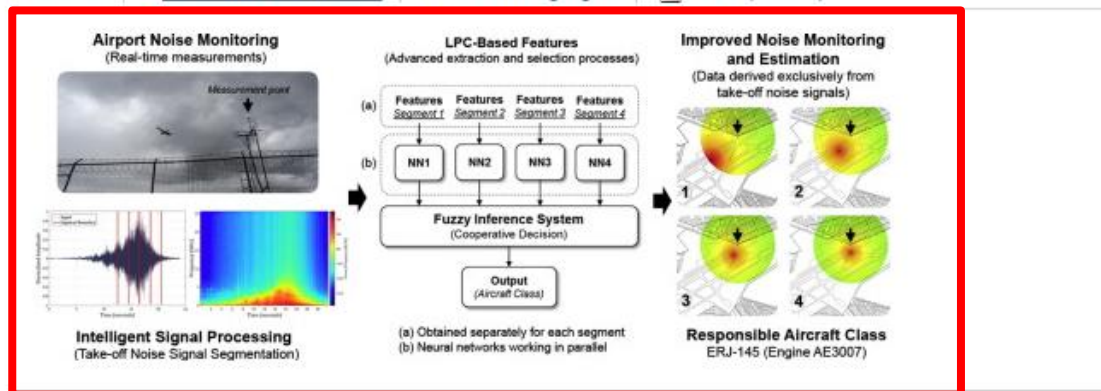
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 Abhishek Sahai, Frank Wefers, Sebastian Pick, Eike Stumpf, Michael Vorländer, Torsten Kühlen

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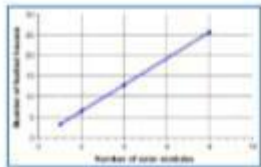
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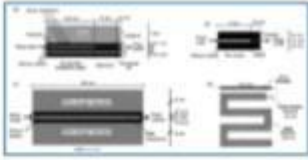
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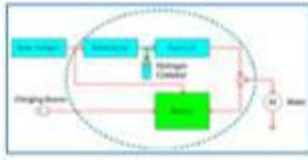
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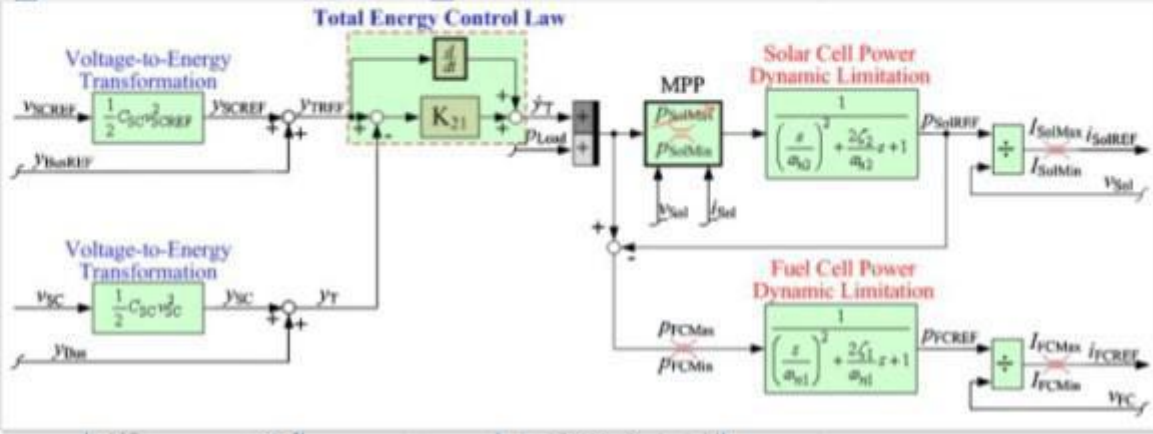
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**Total Energy Control Law**

The diagram shows a control system with the following components and signals:

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- Total Energy Control Law:** A central block containing an integrator  $\frac{1}{s}$  and a gain  $K_{21}$ .
- MPP (Maximum Power Point) Dynamic Limitation:** A block with transfer function  $\frac{1}{(\frac{s}{\omega_{02}})^2 + \frac{2\zeta_{02}}{\omega_{02}}s + 1}$ .
- Fuel Cell Power Dynamic Limitation:** A block with transfer function  $\frac{1}{(\frac{s}{\omega_{01}})^2 + \frac{2\zeta_{01}}{\omega_{01}}s + 1}$ .
- Control Signals:**  $v_{SCREF}$ ,  $v_{SC}$ ,  $v_{TREF}$ ,  $v_{T}$ ,  $v_{Bus}$ ,  $v_{Sol}$ ,  $i_{SolMax}$ ,  $i_{SolMin}$ ,  $i_{FCMax}$ ,  $i_{FCMin}$ .
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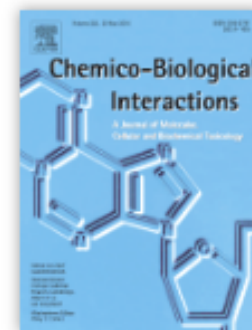
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A journal of molecular, cellular and biochemical toxicology

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Vendor	UCDavis/NIH NeuroMab Facility
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Clonality	monoclonal antibody
Source Organism	mouse

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## Data for this Article



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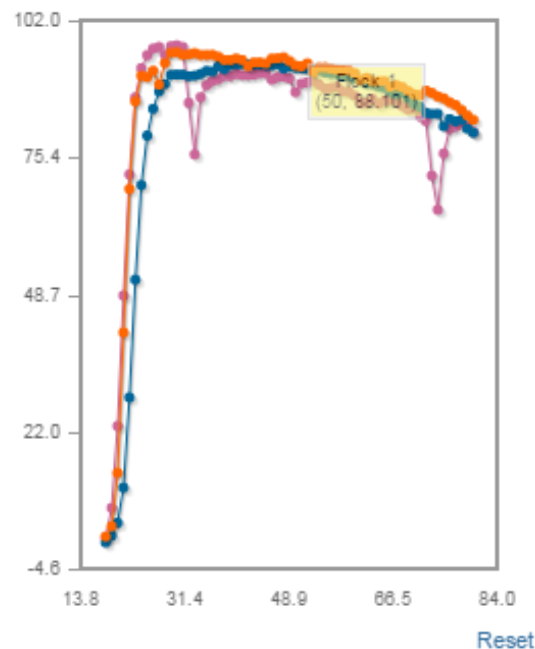
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Y axis  Flock 1  
 Flock 11  
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Volume 86, Issue 6, December 2013, Pages 1165–1181

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Thanh-Lan Gluckman, Nicholas I. Mundy

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DOI: 10.1016/j.anbehav.2013.09.020 [Get rights and content](#)

**Highlights**

- We quantified barred plumage in Old World parasitic cuckoos and sympatric raptors.
- We test whether distribution overlap predicts similarity in barred plumage.
- Cuckoos match sympatric raptors and similarity is rarely influenced by habitat.
- There is no match for any aspect of patterning in cuckoos and allopatric raptors.
- This conforms to Batesian mimicry and cuckoo–hawk mimicry may be widespread.


A fundamental principle of Batesian mimicry is that it pays to look like a local harmful species that is recognizable to other local species (receivers). Mimicking an allopatric species confers no benefit, as it is

**Recommended articles**

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**Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry**  
Thanh-Lan Gluckman & Nicholas I. Mundy



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# Подготовка статьи

## Поисковая оптимизация (SEO)

The screenshot shows the ScienceDirect article page for "Human Kidney Disease-causing INF2 Mutations Perturb Rho/Dia Signaling in the Glomerulus". The page is annotated with orange circles and arrows highlighting key SEO elements:

- Title:** The article title "Human Kidney Disease-causing INF2 Mutations Perturb Rho/Dia Signaling in the Glomerulus" is circled in orange.
- Link:** The DOI link "doi:10.1016/j.ebiom.2014.11.009" is circled in orange.
- Authors:** The author list "Hua Sun<sup>1,1,1</sup>, Khalidou I. Al-Romaih<sup>1,1</sup>, Calum A. MacRae<sup>1,1,1</sup>, Martin R. Poljak<sup>1,1,1</sup>" is circled in orange.
- Highlight section with keywords:** The "Highlights" section is circled in orange, containing a list of key findings.
- Abstract with keywords in context:** The "Abstract" section is circled in orange, providing a detailed summary of the study.

The "Highlights" section contains the following text:

- Dose dependent knockdown of zebrafish **INF2** defines an overt glomerular phenotype.
- This phenotype is rescued by human wild-type **INF2** but not by disease causing **INF2** mutants.
- The developmental phenotype correlates with disinhibited diaphragm formin activity.
- The **INF2** knockdown phenotype is rescued by knockdown of either RhoA or Dia2.
- **INF2** mutations lead to uncontrolled Rho/Dia signaling and perturbed actin dynamics.

The "Abstract" section contains the following text:

Mutations in **inverted Formin 2 (INF2)**, a diaphanous formin family protein that regulates actin cytoskeleton dynamics, cause **recurrent familial glomerulosclerosis (FGS)** and **Charcot-Marie-Tooth Disease (CMT)** in humans. In addition to directly remodeling actin filaments in vitro, we have shown that **INF2** regulates intracellular actin dynamics and actin dependent cellular behavior by opposing Rho/Dia signaling. As a step towards a better understanding of the human kidney disease, we wanted to explore the relevance of these findings to the in vivo situation. We used dose dependent knockdown of **INF2** to first define an in vivo model and establish an overt glomerular phenotype in zebrafish. This simple assay was validated by rescue with wild type **INF2** confirming the specificity of the findings. The edema, podocyte dysfunction, and an altered glomerular filtration barrier observed in the zebrafish pronephros correlate with mis trafficking of glomerular slit diaphragm proteins, defective slit-diaphragm signaling, and disinhibited diaphanous formin

# Подготовка статьи

## Поисковая оптимизация (SEO)

The screenshot shows the ScienceDirect interface for an article in *Physics Letters B*. The article title is "Cross sections of the  $p p \rightarrow K^+ \Sigma^+ n$  reaction close to threshold". The abstract states: "We have measured inclusive data on  $K^+$ -meson production in  $pp$  collisions at COSY Jülich close to the hyperon production threshold and determined the hyperon-nucleon invariant mass spectra. The spectra were decomposed into three parts:  $\Lambda p$ ,  $\Sigma^0 p$  and  $\Sigma^+ n$ . The cross section for the  $\Sigma^+ n$  channel was found to be much smaller than a previous measurement in that excess energy region. The data together with previous results at higher energies are compatible with a phase space dependence." The keywords are "Meson production, Hyperon-nucleon interaction". On the right side, the "Data for this Article" section is highlighted with an orange circle, and an orange arrow points to the "HepData Reactor data" link with the text "Link to data repository".

# Mendeley Data

Научные данные могут опубликованы в хранилище Mendeley Data с метаданными (DOI; опубликованная статья, при наличии; управление версиями данных), что повышает значимость наборов данных, делая их максимально пригодными для повторного использования.



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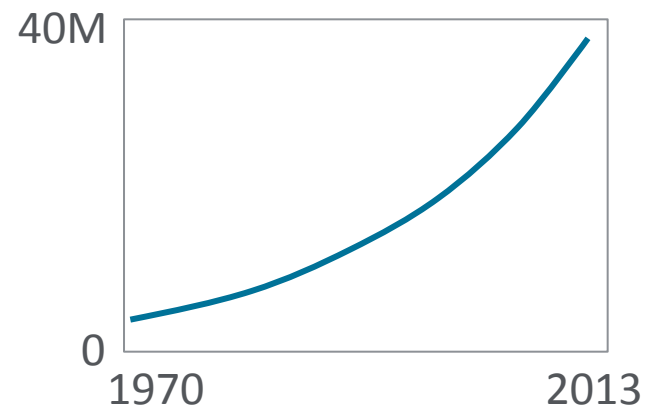




# Продвижение статьи

## Вам следует убедиться в том, что ваше исследование получает то внимание, которое оно заслуживает

- Количество научных статей растет ускоренными темпами
- Для большинства ученых, это сложно оставаться в курсе и следить за всеми публикуемыми статьями
- Ваша задача: сделать все для того, чтобы ваше исследование не затерялось в общем потоке!



**7 час./неделя**  
средние затраты  
времени на чтение  
научной литературы

# Продвижение статьи

## 1. Конференции

- Приготовьтесь устанавливать новые контакты
- Устанавливайте контакты онлайн
- Онлайн-постер





## Подбор конференций

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- Предоставление дополнительной информации, достаточной для принятия решения о посещении мероприятия
- Взаимодействие с другими участниками конференций, работа с отзывами
- Планирование мероприятий и настройка оповещений

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- December
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## Search Events

Search for exact phrase

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Type here to search

SEARCH

## Events



Showing results 1 - 10 of 18

1 2 Next →

## Sustainable Built Environment Conference 2016 Hamburg

Date: **8–11 March 2016**Disciplines: **Engineering, Materials Science**Location: **Hamburg, Germany**Event types: **Conference**

*The organizers of the Sustainable Built Environment Conference 2016 in Hamburg are pleased to announce the call for papers for the SBE16 Hamburg: Strategies – Stakeholders – Success factors. The SBE16 Hamburg conference is part of an...*

[View event details ▶](#)

## Introduction to River Hydrology and Hydraulics

Date: **14–15 March 2016**Disciplines: **Earth Science, Engineering**Location: **Oxfordshire, United Kingdom**Event types: **Course**

# Проверка индексации конференции в Scopus

## Scopus

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## IEEE International Conference on Fuzzy Systems

**Subject Area:** Computer Science: Artificial Intelligence  
 Computer Science: Software  
 Mathematics: Applied Mathematics  
 Mathematics: Theoretical Computer Science

**Publisher:** Institute of Electrical and Electronics Engineers Inc.  
**ISSN:** 1098-7584

**Scopus Coverage Years:** from 1994 to 2009, from 2011 to 2014


### Journal Metrics

Scopus Journal Metrics offer the value of context with their citation measuring tools. The metrics below allow for direct comparison of journals, independent of their subject classification. To learn more, visit: [www.journalmetrics.com](http://www.journalmetrics.com).

**SJR (SCImago Journal Rank) (2014) :** 0.205

**IPP (Impact per Publication) (2014) :** 0.227

**SNIP (Source Normalized Impact per Paper) (2014) :** 0.285

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### Documents available from

2014 371 documents

2013 288 documents

2012 306 documents

## Устанавливайте контакты онлайн

- Ссылка на ваш профиль в Mendeley  
<https://www.mendeley.com/profiles/aleksandr-yakimov/>
- Ссылка на ваш профиль в ORCID  
<http://orcid.org/0000-0001-6048-2169>



# Продвижение вашей статьи

## 2. Взаимодействие со СМИ

- Research statement
- Каналы коммуникации Вашего университета
- Каналы коммуникации Издательства



## Каналы коммуникации Elsevier

Elsevier продвигает наиболее значимые научные достижения используя



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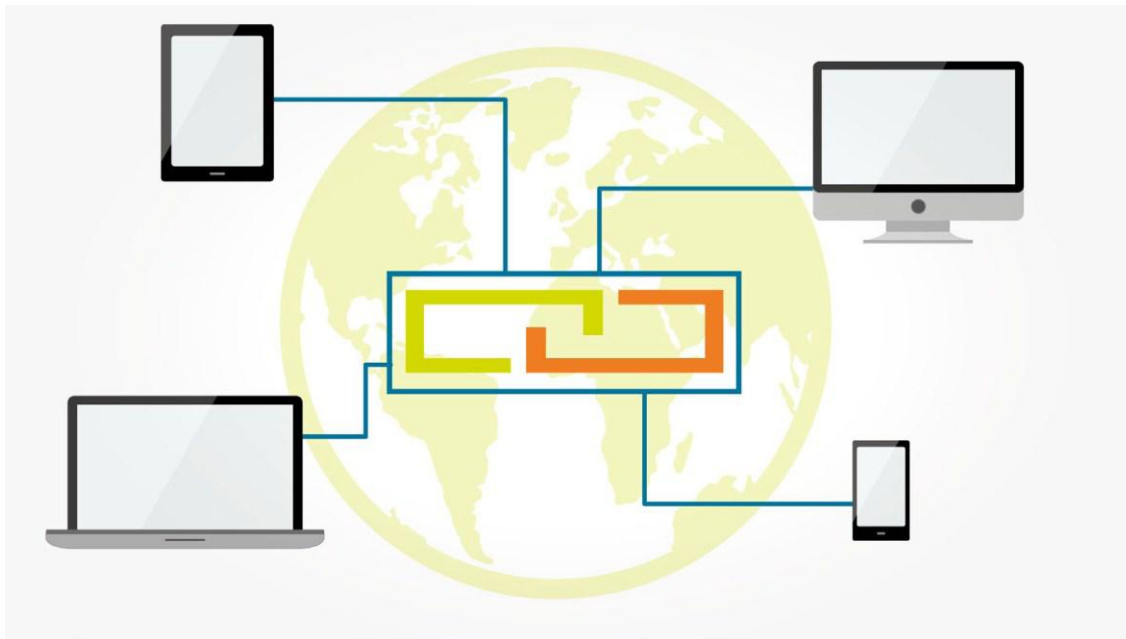
- Пресс-релизы
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elsevierconnect

## Продвижение вашей статьи

### Публикуйте ссылки на Вашу статью

- Специальная короткая ссылка на статью
- Ссылка с сайта университета для повышения эффективности SEO



# Короткая ссылка для продвижения статьи

Authors > Journal Authors > Share link

## Share Link

### How it works

Authors receive a customized Share Link to their newly-published article on ScienceDirect. The link provides 50 days' free access to their article – after that, the usual access rules apply.

Users clicking on the Share Link within the 50-day period will be taken directly to the article with no sign up or registration required. Share Links are ideal for sharing via email and social networks such as [Facebook](#) ↗ , [Twitter](#) ↗ , [LinkedIn](#) ↗ , and [ResearchGate](#) ↗ .

[www.elsevier.com/authors/journal-authors/share-link](http://www.elsevier.com/authors/journal-authors/share-link)



# Продвижение Вашей статьи

## 3. Резюме онлайн



## Продвижение Вашей статьи



### Соцсети: Twitter

- Присоединяйтесь к другим ученым
- Публикуйте регулярно и отвечайте быстро
- Используйте «ретвиты»
- Используйте изображения



### Соцсети: Facebook

- Пригласите коллег
- Делитесь изображениями, видео, аудио-слайдами
- Ссылка на Ваши статьи
- Обсуждайте и просите обратную связь

### LinkedIn

- Делитесь ссылкой на Ваши статьи в релевантных группах
- Добавьте иллюстрации, Аудио-слайды
- Добавьте видео, Переместите секцию с публикациями на более заметное место в Вашем профиле
- Используйте ключевые слова

## Продвижение Вашей статьи



### Mendeley

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# 15 крупнейших групп пользователей

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Columbia University

University of Edinburgh


UC Berkeley


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# Использование данных читательской активности Mendeley

Mendeley   
217 Readers

Blogs   
38 Posts

Twitter   
711 Tweets

Facebook   
34 Posts

Google +   
10 Posts

1 Other sources  
3 Mentions

## Engagement highlights

### Scholarly Activity - 217 readers from 1 source

Downloads and posts in common research tools



**Mendeley:** 217 Readers

**Top Discipline:** Medicine

**Top Demographic:** Other

[Save to Mendeley](#)

#### Benchmark highlights

Based on 217 readers from 1 source



Compared to Oncology articles of same age and document type


All Scholarly Activity - 217  99TH PERCENTILE


[View all Scholarly Activity](#)

### Social Activity - 758 mentions from 4 sources

Mentions characterized by rapid, brief engagement on platforms used by the general population, such as Twitter, Facebook, and Google +.

 711 tweets from 667 accounts  3 Reddit posts from 3 accounts

 34 Facebook posts from 32 accounts

 10 Google+ posts from 5 accounts

#### Benchmark highlights

Based on 758 mentions from 4 sources

Compared to Oncology articles of same age and document type

All Social Activity - 758  99TH PERCENTILE

[View all Social Activity](#)

### Scholarly Commentary - 38 mentions

Mentions in scientific blogs, websites and publications

[How Big Meat and Dairy Fund Misleading Health Research to Fatten Their Wallets](#)

*One Green Planet*

### Mass Media - 158 stories from 113 sources

Coverage of research output in the mass media

[Rødt kjøtt kan gi kreft](#)

*NRK*

28 January 2016

## Восстановить контакт с коллегами

Найдите коллег на закладке 'Follow' для получения регулярных обновлений.



The screenshot shows a web application interface with a navigation bar at the top containing tabs for "Dashboard", "My Library", "Papers", "Groups", and "People". The "People" tab is selected. Below the navigation bar is a search bar with the text "Victor Henning" and a magnifying glass icon. Below the search bar is a blue banner with the text "eg: Victor Henning". Below the banner is a pagination control showing "Prev < 1 2 3 ... 170 > Next". Below the pagination control is a list of four user profiles, each with a profile picture, name, title, and a "Follow" or "Following" button. The first profile is "Victor Henning" (Post Doc, Co-Founder/CEO, Mendeley & VP Strategy) with a green "Following" button. The second profile is "Victor Henning" (Post Doc) with a grey "Follow" button. The third profile is "Henning Henning" (Ph.D. Student) with a grey "Follow" button. The fourth profile is "Henning Dickten" (Ph.D. Student, PhD-Student) with a grey "Follow" button. Each profile also has a small grey icon of a person with a dropdown arrow.



## Создание групп

Три возможных типа групп:

- **Open Public Groups** – Каждый может подписаться на обновления группы и выкладывать ссылки.
- **Invite-only Public Groups** – Только приглашенные члены групп могут публиковать в ней, остальные могут подписаться на обновления.
- **Private Groups** – Полностью закрытая от внешнего мира группа.

**Create a new group**

Enter a group name...

Enter a group description...

Group Type

- Private**  
Share references and full-text files. Only group members can see the group, good for sharing in private.
- Invite-only**  
Share references only. Public can follow the group only, good for sharing references or reading lists.
- Open**  
Share references only. Public can become a member or follow the group, good for crowd sourcing reading lists.

Cancel Create group

# Поиск открытых групп

## Groups

In this catalog: 96,039 public groups



eg: Social networks

Groups 1 - 20 of 1,113

Prev ◀ 1 2 3 ... 56 ▶ Next



### Future of Science

An open group to collect and discuss articles around the future of science, peer review, open access, and science 2.0 / 3.0 ideas.

[Open Access](#) [open source](#) [publishing](#) [Science2.0](#)

279 papers · 1009 members



### Future of Science resources

These are some links about interesting developments on the web that involve science. I'm linking here to references to papers, and to Web sites....

[future](#) [science](#) [science2.0](#)

Join group Follow group

42 papers · 62 members





# Создайте свой научный профиль



## Evgeny Mostovich

Group leader, PHD

Group leader

Novosibirsk State University

2  
h-index

16  
Citations

Message

Follow

### Research Interests

Organic electronics

organic solar cells

organic high-spin compounds.

### Co-authors (27)

**Martin Baumgarten** (3)  
Max Planck Institute for Polymer ...

**Yulia B. Borozdina** (3)  
Max Planck Institute for Polymer ...

**Michael Lang** (3)  
Johann Wolfgang Goethe Univer...

### Publications

Journal Article (9)

AC SC

Glebov E, Gatilov Y, Kulik L

Dyes and Pigments (2016)

143

Readers

Save Full text

**Highly-emissive solution-grown furan/phenylene co-oligomer single crystals**

Kazantsev M, Frantseva E, Kudriashova L, Konstantinov V, Mannanov A, Rybalova T, Karpova E, Shundrina I,

RSC Advances (2016)

1

Readers

Найдите ваших  
коллег и  
тематически  
близкие группы

Поделитесь своими публикациями

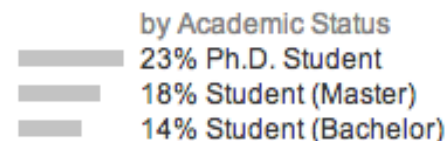
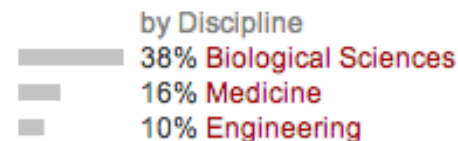


# Исследуйте статистику статей

The screenshot shows a Mendeley article page for the paper "How to choose a good scientific problem." by Uri Alon. The article is from Molecular Cell (2008), Volume 35, Issue 6, published by Elsevier Inc., with 726-728 pages. The PubMed ID is 19782018. The page includes a navigation menu (Dashboard, My Library, Papers, Groups, People), a search bar, and a "Save PDF to library" button. A dropdown menu for "Find this paper at:" lists various sources like Columbia University, New York University, and Google Scholar. A yellow callout box says "Look up this article using an OpenURL resolver". The article preview shows the title and a snippet of text: "essential for being a good scientist. But what is a good loose one? The subject is not usually discussed...". Below the article, there is a "Related research" section with three entries: "The Structure of Scientific Revolutions" (53 readers), "International Journal of Instructional Technology and Distance Learning" (5 readers), and "The Anatomy of a Design Theory" (2007). On the right side of the article preview, there is a "Readership Statistics" section showing 1989 readers on Mendeley, broken down by discipline (47% Biological Sciences, 10% Computer and Information Science, 9% Medicine), academic status (35% Ph.D. Student, 13% Post Doc, 11% Student (Master)), and country (28% United States, 9% United Kingdom, 9% Unspecified).

## Readership Statistics

58274 Readers on Mendeley



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