

JJNSセミナー

Improving Your Success at Publishing in English 2023 : Social media to promote author's own paper

参加費
会員無料
非会員:
2,000円

公益社団法人日本看護科学学会(JANS)の英文誌(Japan Journal of Nursing Science, JJNS)編集委員会は、2006年よりJJNSに限定せず、国際誌に投稿しようとする研究者をサポートするために、JJNSセミナーを開催しています。

今年は、出版した論文をどのようにして多くの人に読んでもらうかをテーマとして、オンラインで配信します。配信は2023年12月13日(水)正午から2024年1月31日(水)までです。

プログラムは下記の4セッションを予定しております。会員のセミナー参加費は無料です。積極的にご視聴いただけましたら幸いです。

Presentation 1: **Nursing Today: Remembering Our Future**



William L. Holzemer
Editor-in-chief, Japan Journal of Nursing Science;
Distinguished Professor and Dean Emeritus, School of Nursing,
Rutgers, The State University of New Jersey

This 30-minute presentation focuses on many of the significant issues facing the nursing profession today. These include staff shortage, changing demography, mental health issues, wellness of nursing work force, faculty shortage, and turnover/burnout. We could spend days discussing each of these topics. Instead, I would like to focus on two opportunities that also challenge us, including reconceptualizing nurses as a resource rather than a cost, and the changing nature of work with the impact of artificial intelligence on healthcare. We are challenged to “remember our future” creating a healthy work environment.

Presentation 2: **Promoting Your Article. Social Media and Useful Web Tools**



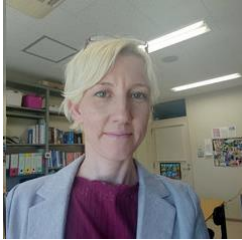
John Morris, Journal Publishing Manager, Wiley

Marketing and self-promotion of your paper post-publication creates the potential for increased readership, exposure and article citations. This short presentation introduces recommended and effective tools and techniques authors can utilise both while writing papers and once articles are published. Use of Social Media tools, SEO and using your networks with some simple skills to improve the value and impact of your research.

Wiley has published the Japan Journal of Nursing Science since 2011 and uses established and evolving marketing strategies to promote and grow the journal. However, author networks and self-marketing activity are the most effective means of promoting research and this presentation introduces the social media and self-marketing tools all authors should review to provide the best possible opportunities for the success of your paper.

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Presentation 3: **An Online Resource for Supporting Researchers to Use ResearchGate**



Shannon Mason
Associate Professor, Faculty of Education,
Nagasaki University

Millions of researchers around the world are using Academic Social Networks (ASNs) to share their research, to access the research of others, and to connect with each other. Comparatively, and despite efforts to build a more international higher education system, Japan has lower usage of ASNs than many other research-focused countries. However, if used effectively they present an opportunity for individual researchers to become more global researchers, by engaging with international research communities, building online relationships, and potentially inviting international collaboration. In this short presentation, a freely-available video series developed specifically for researchers in Japan will be introduced. This video series is a product of the 2019-2023 JSPS-funded project, “A study of the use of Academic Social Networks by researchers in Japan” (19K14262). It focuses on ResearchGate, an ASN that is used commonly around the world, and covers a range of aspects including how to set up a profile, and how to overcome specific challenges.

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Presentation 4: Publicizing Research Findings via Social Media to Boost Its Impact: Personal Experience and Recommendations



Naoki Yoshinaga

Subject Editor, Japan Journal of Nursing Science;
Professor, School of Nursing, Faculty of Medicine,
University of Miyazaki

Every nursing researcher wants their research to have an impact, whether in academia, society, or both. For most researchers, both presentations at academic conferences and publications in scientific journals are the most common ways of disseminating their research. In addition to these strategies, engaging with and/or using social media is also an effective way to share research findings with diverse audiences, especially front-line practitioners, researchers in other fields, the public, and policymakers. Disseminating research findings offers numerous benefits, including gaining greater exposure for published articles, informing and influencing policy and clinical practice, and giving back to society by informing clients, their families, and general citizens about science-based knowledge.

There are various methods to publicize research findings. The first option that comes to mind may be using social media platforms that enable researchers to share their findings directly (e.g. X [previously Twitter], Facebook, Instagram, LinkedIn, and ResearchGate). There is evidence suggesting that shared articles via these social media platforms do have higher article views, downloads, and citations (e.g. Klar et al., 2020). Researchers can also work with mainstream media channels (e.g. newspapers, magazines, and prominent websites). This extends their reach because they can leverage the established readerships that these media channels already have. When working with mainstream media channels, researchers may start by directly approaching the media outlets, but this can be a bit challenging and it may require some effort to grab their attention. Alternatively, researchers can use or work with a journal's media team (e.g. Wiley Author Services) or with an institute's media team (which most Japanese universities have).

In this seminar, I will share how I have been publicizing my research findings via social media using some of the strategies mentioned above, and propose some recommendations for Japanese nursing researchers.