



REVIEW ARTICLE

**Post-Publication Responsibilities of a Journal Author**

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**Abstract**

Popularizing a scientific research paper after publication, so that it can get maximum exposure and citation, is a solemn responsibility of the researchers. They should aim to do so both among the scientific community as well as in the general public if there is a definite message for the masses. The scientific community can be informed by posts in academic networking sites (such as LinkedIn, ResearchGate and Mendeley), updating the departmental or institutional home page, and by ensuring that major abstracting and indexing services (e.g. Web of Science and Scopus) update the publication. The published articles reach a wider audience if they are in open-access journals. To convert the research to the general public we must translate complex research into easily digestible formats for a wider audience beyond academia. We can then use multiple means like a press release highlighting key findings of the research, sharing the publication link, with a summary on social media platforms using relevant hashtags, create engaging visuals like infographics or video summaries. Every time the research is presented from the podium, the publication should be mentioned with a hyperlink, so that people can photograph it and visit it later. The more popular the research is, the more likely it will get cited.

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## **Introduction**

Researchers are often of the opinion that once their research is published, their job is over. Now it is the responsibility of the journal to propagate it. Nothing can be further from the truth. Popularizing the published work is the job of the researchers themselves and in the age of social media, this is not at all difficult. Every research institution must have a master plan for publicizing the research. Marketing the research is just as important as conducting it, because nothing can be more unfortunate than having a publication that never got cited. Publishing in Open Access journals help, because of easy accessibility, as the readers need not pay a subscription fee to read the research [1].

## **Target Audience**

It is very important to identify the target audience of the research. If it is so highly specialized that only a select group of researchers will understand its implications then the target is very limited, but if it is research that has implications for the well-being of a common man, then the strategy of publicizing this research will be very different as it has to reach a wider audience, which may not be conversant with scientific terminologies we must translate our complex research into easily digestible formats for a wider audience beyond academia. So, the press release or the video abstract should be simple, to the point, and target the lay audience.

## **Promote and raise the visibility of the published article**

The true value and impact of a published paper can be greatly enhanced by promotion. The more people who read, cite, and benefit from the author's research, the more valuable the paper becomes. This in turn enhances the author's esteem and reputation. True, journals have their own impact factors, a scientometric index calculated by Clarivate that reflects the yearly mean number of citations of articles published in the last two years in a given journal, as indexed by Clarivate's Web of Science, but the author too can do wonders to the paper by targeting it to the correct audience. The impact of research papers is increasingly being scrutinized by funding agencies and so this 'beating our own drum' is perfectly in order [2].

## **How are journals helping in promoting research?**

- (a) Journals may ask authors to consider search engine optimization (SEO) in choosing titles for their papers and keywords, focusing on words and phrases that are most often searched.
- (b) Journals often insist that the key terms in the title should not also be used as keywords, which broadens the number of terms that will return your paper as a "hit" in a search.
- (c) Some publishers are allowing comments on papers, before or while they are published online so that reviewers, peers, and, invited domain experts can weigh in on the findings with any critiques or other commentary.

- (d) Many publishers in their websites have a tool that summarizes how many times a study has been shared on social media, viewed on the site, or cited by others, creating a competitive marketplace of ideas pegged to getting high numbers for these metrics.

### **How to promote a research paper**

1. **Email:** Emails should be sent to funding agencies, departmental heads involved in the research, institutional heads of all institutions involved, co-authors, persons whose contributions have been acknowledged in the paper, people who may not be partners in the present research but have contributed in your research journey in the past.
2. **Use social media:** Social media platforms such as X, Facebook, Telegram, and WhatsApp are where the author's friends and colleagues can be used in promotion [3].

Social media visibility can be improved by:

- (a) **Use of Hashtags:** Employ relevant hashtags to increase visibility and reach a wider audience within your field.
- (b) **Use of Infographics:** Create infographics, short videos, or diagrams to simplify complex concepts. A "graphic abstract," which offers a readily available summary and a few interesting images can work wonders
- (c) **Use of catchy and tweetable phrases** to promote the research on various

platforms. Journals often also ask to be used on these platforms.

- (d) **Following and Followers:** The researcher can follow people in their field and accounts of relevant journals, publishers, and professional societies. They can also follow anyone who posts about interesting things or who are interesting trendsetters themselves. This section in social media may further forward the author's post and propagate the research.
  - (e) **Choosing a handle:** The name one uses for your social media account is one's "handle." For professionals and researchers they should use their name with a Dr. or Prof. prefixed to their name to further authenticate their research. Preferably they should use the same handle across all platforms on social media
3. **Update profile on professional and academic networking sites:** Sites such as LinkedIn, ResearchGate, Academia.edu, ORCID and Mendeley are invaluable for spreading the news of the author's latest publication. These are sites that invite people with similar interests and other researchers may find the author's research useful and cite in their own publication. Newer research ideas may blossom with other researchers, which can later assist the author to become a part of a multi-centric study and contribute to an international platform. The authors may also get an invitation for

a podium presentation of their research.

4. **Update the institutional/departmental homepage website:**

The home page of the department or the institution of the author should never be ignored. A summary of the research, which can be understood by all, along with a link to the published paper must be uploaded on these sites. This will tell all their colleagues about their research, and inspire others too.

5. **Contact the institution's press office with a summary of the paper:**

Craft a concise press release that summarizes the most impactful findings and their implications for the public, and distribute it to relevant media outlets. The researcher should also be available to answer questions from journalists and actively seek opportunities to discuss their research on news platforms.

6. **Academic Blogging:** Write a lay summary of the paper (with a link to the full version) and send it to blogs in the subject area. One should use the DOI for easy access and sharing.

7. **Produce a video abstract:** A video abstract giving an accessible introduction to the article is invaluable for the television audience. The researcher can highlight the applied importance of their research for the health of the general public and if made professionally, this video abstract may be not only carried by television

channels but the researcher may get an invitation to interact with either the anchor or even with a live audience.

8. **Produce a podcast:** The published research can be converted into an interesting podcast for the consumption of the general public and FM Radio stations are always looking for such out-of-the-box items and convert them into their USP. The researchers, after airing a few abstracts, can become the radio station's go-to person in matters of health.

9. **Mention the publication at conferences in posters and podium presentations:**

Whenever the researchers get an opportunity to present their research from the podium or a poster board in a conference or in a webinar, they must have copies of the summary of their research, with a hyperlink to their published paper, to hand out to colleagues. Posters must carry the hyperlink to the paper and the presentation must have a slide showing a published paper with its hyperlink. Post Publication Peer Review (PPPR) is another modality to gain attention in the academic bodies about the published data [4].

10. **Check major abstracting and indexing services:**

The authors must ensure that abstracting and indexing services like Web of Science and Scopus carry their paper with the correct details.

## Summary

Popularizing and marketing research is the responsibility of the researchers and their responsibility is not over with the publication of the research. With social media at their disposal, they can target both a select audience of like-minded researchers as well as the masses at large. They have to mold their communication style depending on the audience, whether it's the general public, industry professionals, or fellow scientists and researchers. They have to emphasize the real-world implications and potential benefits of their research and track the reach and impact of their promotional efforts to refine their future strategy. Infographics, video abstracts, podcast, academic blogs all help in popularizing the research and get it cited.

## Statements and Declarations

### Conflicts of interest

The authors declare that they do not have conflict of interest.

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