PUBLISHING EVIDENCE FOR IMPACT ON PRACTICE

Sarah Davies, Peter Griffiths, Ian Norman
Aim and approach

AIM
- To consider the contribution of academic publication to the development of the evidence base for professional nursing practice

APPROACH
3 brief papers to stimulate discussion which address the following key questions:
- How to improve the quality of your papers to increase the chance of publication in high impact nursing journals?
- How to maximize the impact of your publications on nursing practice in the context of open access publishing and social media?
- Beyond the impact factor! What analytical tools are being developed to measure the impact of publications on nursing and on the world?
Leading the development of nursing practice and policy through successful publication

Ian Norman, Sarah Davies, Peter Griffiths
Why publish your work?

- Moral duty
  - What’s the point of research or scholarship without dissemination?
  - To change nursing practice – for the better
- Because you have something important to say
- To promote thought or debate
- To allow examination of your work
- To educate
- Personal and professional benefit
  - Practice makes perfect
  - Breaks down a project into manageable chunks
  - Make a public claim on your work
  - Career advancement
  - Fame and fortune!!
How to win a dinghy race?

- Good tactics
  - Making the right decisions about which route to take around the course
  - AND

- Good skills
  - Tapping the power supply (wind)
  - Maximizing boat speed
How to get published?

- **Good tactics**
  - Making the right decisions about
    - which journal?
    - which subjects are topical?
    - what types of papers are attractive to journal editors?
    - who to write with?
  
- **AND**

- **Good skills**
  - Maximising the quality of your written research reports
    - clear structure
    - good writing style (plain and simple)
GOOD TACTICS
"This is truly the decade of the journal and one should seek to limit their number rather than to increase them, since there can be too many periodicals." 1789
## Nursing Subject Category: Top 20 Ranked Journals*

*Thomson Reuters journal citation reports 2016

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Finding the right topic!

**Buzzwords!**

Number of papers published per year with the corresponding word in its title.

- **“Micro”** and **“Nano”** (56,000 papers/year)
- **“Robot”** (6,000 papers/year)
- **“Cybernetic”**, **“VLSI”**, and **“Cold Fusion”**
- **“Carbon”**, **“Climate”**, and **“Sustainability”** (11,000 papers/year)
- **“Feminism”**, **“Postmodern”**, and **“Blog”** (900 papers/year)

Scale: All figures normalized by number of journals in print each year.
Sources: ISI Web of Knowledge, Ulrich’s Periodicals Directory.

Jorge Cham © 2009

WWW.PHDCOMICS.COM
Papers with 'evidence based' in the title indexed by CINAHL
Papers with 'evidence based' in the title indexed by CINAHL
Influences on the IF: Article Type

Impact Factor

Citations

Years after publication

Reviews

Notes

Articles

Years after publication

0 2 4 6 8 10 12 14 16 18 20
What do editors want?

- Excitement - “wow” factor
- Important implications for nursing
- Novel/Original
- Relevance to the readership
- True
- (Clearly written)
- (Engagingly written)
GOOD SKILLS
For research papers: IMRaD

- Introduction - Why did I do it?
- Methods - What did I do?
- Results - What did I find?
- Discussion - What might it mean?
Fundamentals

- **Title** ...(make subject and method explicit)
  - ‘Towards an understanding of the quality of nursing care’
  - ‘Development and psychometric testing of a quality of nursing care scale for acute mental health inpatient wards’
  - Computer-aided vs. tutor-delivered teaching of exposure therapy for phobia/panic: randomized controlled trial with nursing students

- **Abstract** ...(structured, include some numbers – not all)

- **Contribution**
  - ...what is known already?
  - ...what the paper adds
...avoid ‘first time in Oxford…’

- ...nobody has studied this before in
  - nurses
  - nursing students
  - Oxford, England, Spain, China…

...why is it important?

- ....what might be different?
Good writing style

(plain and simple)
Be clear about ...

- *what* you want to say...
- *who* you are saying it to...
- *why* it is *interesting*...
- *why* it is *important*...

- Find a good paper as a model
- Short words.
  - acquire or get
  - utilise or use
  - attempted or tried
  - voluminous or big
- Often the first word that comes to mind is the best.

- Short sentences
- Short paragraphs
Exercise in plain English...

- ‘Ensure that you have a message that you desire to convey to others and endeavour to articulate it in the clearest manner possible’.

- Can you do better?

- ‘Say what you want to say clearly’
Plain English

- President John F Kennedy was shot and killed by an assassin in Dallas this afternoon.

- Hospitals should do the sick no harm
  - *Who wrote that?*
Florence Nightingale

Notes on Matters Affecting the Health, Efficiency, and Hospital Administration of the British Army (1858)
PEER REVIEW PROCESS
What happens after submission?

- **IJNS** receives more than 1,400 papers each year
  - But can only publish about 150
  - So tough decisions have to be made
- 75% of all submitted papers ‘screened out’
  - Others go out to peer review
  - Search of Medline/Scopus/Reviewer database for 2-3 suitable reviewers
    - Alternative reviewers lined up
  - Editors makes decision with benefit of reviewers’ advice
“Do you want to go out with me?”

- **Accept** without changes [Yes!]
  - (bliss - rare at first round)

- **Accept with minor changes** by editor / author [maybe]
  - (also rare)

- **Major revisions** requested / re-review following major revisions
  [I’m getting over someone, I’m off men!]
  - (can feel like a rejection)

- **Reject** [No] (she wasn’t worth it!)
MAIN POINTS: Key to successful publication

1. Know what you want to write about and who you are writing for
2. Find a model paper to guide you
3. Spend time structuring your article
4. Write clearly and in plain words
5. Base article in relevant up-to-date international literature
6. Share with others whose writing you respect
7. Resist temptation for salami slicing
8. Send article to an appropriate journal in that journal's style
9. Understand what journal metrics are really saying
10. Have self-belief
Maximizing the impact of your publications in an open access environment

Peter Griffiths, Ian Norman, Sarah Davies
From citation to impact…

- Consider traditional approaches to measuring scientific impact
- Explore pathways to wider engagement and ‘impact’
Journal impact factor....

- calculated over 3 years as follows

\[
\text{Impact Factor published in 2016} = \frac{\text{citations in 2015 to articles published in 2014 & 2013}}{\text{number of articles published in 2014 & 2013}}
\]

- Effectively gives the average number of citations to papers in the journal in the IF window....
Do high-impact journals always publish high impact papers? …

Cumulative contribution of articles with different citation rates to total journal impact.

Seglen, P.O., 1997. Why the impact factor of journals should not be used for evaluating research. Bmj 314 (7079), 497.
Based on the set of the scientist's most cited papers and the number of citations that they have received in other publications.

• Available on commercial and freely available databases
• Rates individuals based on career publications
• Incorporates both quantity and “quality”
• Productivity and age constraints

“I propose the index $h$, defined as the number of papers with citation number $\geq h$, as a useful index to calculate the scientific output of a researcher” (Hirsch 2005).
H-index quiz

- I have published 4 papers. All have received over 1000 citations. What is my h-index?

- 4

- I have published 2000 papers. I have received 4000 citations. My highest cited paper has been cited 8 times. What is my maximum possible h index?

- 8
Beyond citations: more inclusive evidence of usage...

Figure 1: PLOS ALM Comparison of Usage, Downloads, and Citations

Article-Level Metrics for 80,602 PLOS Papers Published until May 20, 2013

- HTML Pageviews: 199,913,959
- PDF Downloads: 49,450,006
- CrossRef Citations: 481,771
What is impact?

in areas beyond the scientific community such as:
- the economy
- society
- quality of Life
- culture
- health care
What isn’t impact?

There should be positive change – or BENEFIT

Need to demonstrate:
- your dissemination has had benefit
- evidence of reach and significance
- clear link between original research and subsequent impact confirmed by independent sources

Dissemination must reach beyond academic circles…
Holy grail for impact in health research?

- influence on policy
- changes in practice
- cost savings
- health gains

- Demonstrate how the nursing research has had a wider impact on nursing policies and practice, and *hence led to outcomes that could be valued.*
- Requires robust estimates of both benefit and evidence of widespread implementation

Hanney, S., Griffiths, P., 2011. Ways of assessing the economic value or impact of research: is it a step too far for nursing research? Journal of Research in Nursing 16 (2), 151-166.
Open access publication=impact?

Assumption that OA research

- ‘...enables the prompt and widespread dissemination of research findings
- ...benefits the efficiency of the research process
- ...drives economic growth
- ...increased public understanding of research’

(HEFCE, March 2014)
What is Open Access?

Green OA
- author makes the article available for free, usually in an institutional repository or a central repository – e.g. PubMed Central
- Often a post-print version (Author’s Accepted Manuscript)…. most publishers do not allow the publisher’s PDF to be placed in a repository.

Gold OA
- fee is paid to publisher to ensure the final published version of the article is freely available. Fees range from £1500-£3000 per article
- Some publishers waive OA charge for authors from low income countries

Gold OA offered by:
- ‘OA’ publishers
- ‘Hybrid’ publishers which offers both subscription-based and OA publishing
Green or Gold?

Green OA
- Great advantage to authors of not paying a ‘gold OA’ article processing charge
- Care needed not to break copyright laws (e.g. requests from Research Gate)

Gold OA
- The properly fully published version of the article is freely available to all
- High fees
- Emergence of ‘predatory’ OA journals
  - Sometimes low fees but poor editorial and publishing services
  - Scientific scrutiny of peer-review is a sham
  - List of ‘predatory’ journals is increasingly long
Does OA publishing increase a paper’s impact?

Potential impact on:
- Citation analyses
- Article downloads (usage analysis)
- Methodological challenges of studies
- No demonstrated citation advantage of OA publishing
- May increase article usage by *practice communities*
  
  (Mohr 2012; Davis et al 2008, 2012)
Effect of twitter and other communication channels on a paper’s downloads

Summary

- Open access probably doesn’t do much to increase your citation count
  - Traditional measure of scholarly access
- Open access probably does increase access to practice community
  - Pathway to wider impact
- Social media
  - Drives article access
    » ?More likely to be the public / practice communities?
What can you do to increase the impact of your dissemination?
But even more important

Above all – do good research –

- ‘research impact ..built on poor quality research (is) unlikely to have reach and significance’

Examining trends in nursing evidence based research and measurements of quality

Sarah Davies, Peter Griffiths, Ian Norman
New ways to access and disseminate content
The research space
Nursing Subject Category: Top 20 Ranked Journals*

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Two Golden Rules for appropriate use of research metrics

Always use both qualitative and quantitative input into your decisions

Always use more than one research metric as the quantitative input
Our aim: a basket of metrics that facilitates appropriate use of research metrics (1/2 dimensions)

Entities to which metrics apply:
- Article
- Custom document set
- Journal, Conference, Book
- Portfolio
- Author, Editor, Reviewer
- Institution or group
- Subject Area
Our aim: a basket of metrics that facilitates appropriate use of research metrics in all dimensions

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Possible metrics that could comprise the basket of metrics and fill the gap

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Type of metric:
- Individual metrics
- Geographical spread
- Collaboration network
- Sector distribution
- $h-, g-, m-$ indices
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- Influence policies
Where available, article-level metrics are captured for all articles in Scopus.
Multiple types of article-level metrics provide a more complete view of the performance of an article.
Journal Impact Factor
+ Easy to calculate
- Numerator & Denominator misaligned
- Brief citation window
- Field dependent metric
- Subject to manipulation

Journal Level Impact Metrics

Scopus
+ Complex calculation
+ Easy-to-understand value
+ Measures journal prestige
+ Self-citations are limited in effect
+ Available for more journals

SNIP
+ Complex calculation
+ Easy-to-understand value
+ Normalized to local citation environment
+ Enables comparison across fields
+ Available for more journals

Web of Science

Eigenfactor
- Complex calculation
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+ Self-citations are limited in effect
+ Available for more journals
<table>
<thead>
<tr>
<th>Journal Name</th>
<th>SNIP 2015</th>
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<tr>
<td>International Journal of Africa Nursing Sciences</td>
<td>3000</td>
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<td>International Journal of Nursing Studies</td>
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<tr>
<td>Bulletin of the History of Medicine</td>
<td>2500</td>
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<tr>
<td>Journal of Nursing Scholarship</td>
<td>2200</td>
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<tr>
<td>Journal of the American Medical Directors Association</td>
<td>2000</td>
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<td>Nurse Education Today</td>
<td>1900</td>
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<td>Journal of Advanced Nursing</td>
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<td>Journal of Pain and Symptom Management</td>
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<tr>
<td>Nursing Outlook</td>
<td>1500</td>
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<tr>
<td>Worldviews on Evidence-Based Nursing</td>
<td>1400</td>
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<td>Research in Nursing and Health</td>
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<td>Nursing Research</td>
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<td>Journal of Clinical Nursing</td>
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<tr>
<td>Journal of Korean Academy of Nursing</td>
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<td>BMC Nursing</td>
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<td>Journal of Palliative Medicine</td>
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<td>Nursing Inquiry</td>
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<td>Nursing and Health Sciences</td>
<td>300</td>
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<td>Journal of Nursing Care Quality</td>
<td>200</td>
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</table>
The h-index is a citation performance indicator which depends both on the **quantity** (number of papers published) and **quality** (citation impact) of a set of papers.

- **Individual** researchers
- **Groups** of papers

Other impact measures:
- **Journal Usage Factor (JUF)**
- Peer review
- FI000Prime
Where are your readers coming from?

Last month, most views came from United States, while your biggest overall audience is from United States.
PUBLISHING EVIDENCE FOR IMPACT ON PRACTICE

KEY MESSAGES
Publishing for impact – key messages

- If you have a message which informs nursing policy or practice then dissemination is a moral duty
  - have self belief
- Identify your target audience
- Communicate your message clearly
- Understand your success
  - dissemination and impact
  - use metrics (but don’t be fooled by them!)
Thank you

Sarah Davies, Peter Griffiths, Ian Norman