



Sigma Theta Tau International
Honor Society of Nursing®

PUBLISHING EVIDENCE FOR IMPACT ON PRACTICE

*Sarah Davies, Peter Griffiths,
Ian Norman*



UNIVERSITY OF
Southampton

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LONDON

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?



Sigma Theta Tau International
Honor Society of Nursing®

**Leading the development of
nursing practice and policy
through successful publication**

*Ian Norman, Sarah Davies,
Peter Griffiths*



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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?

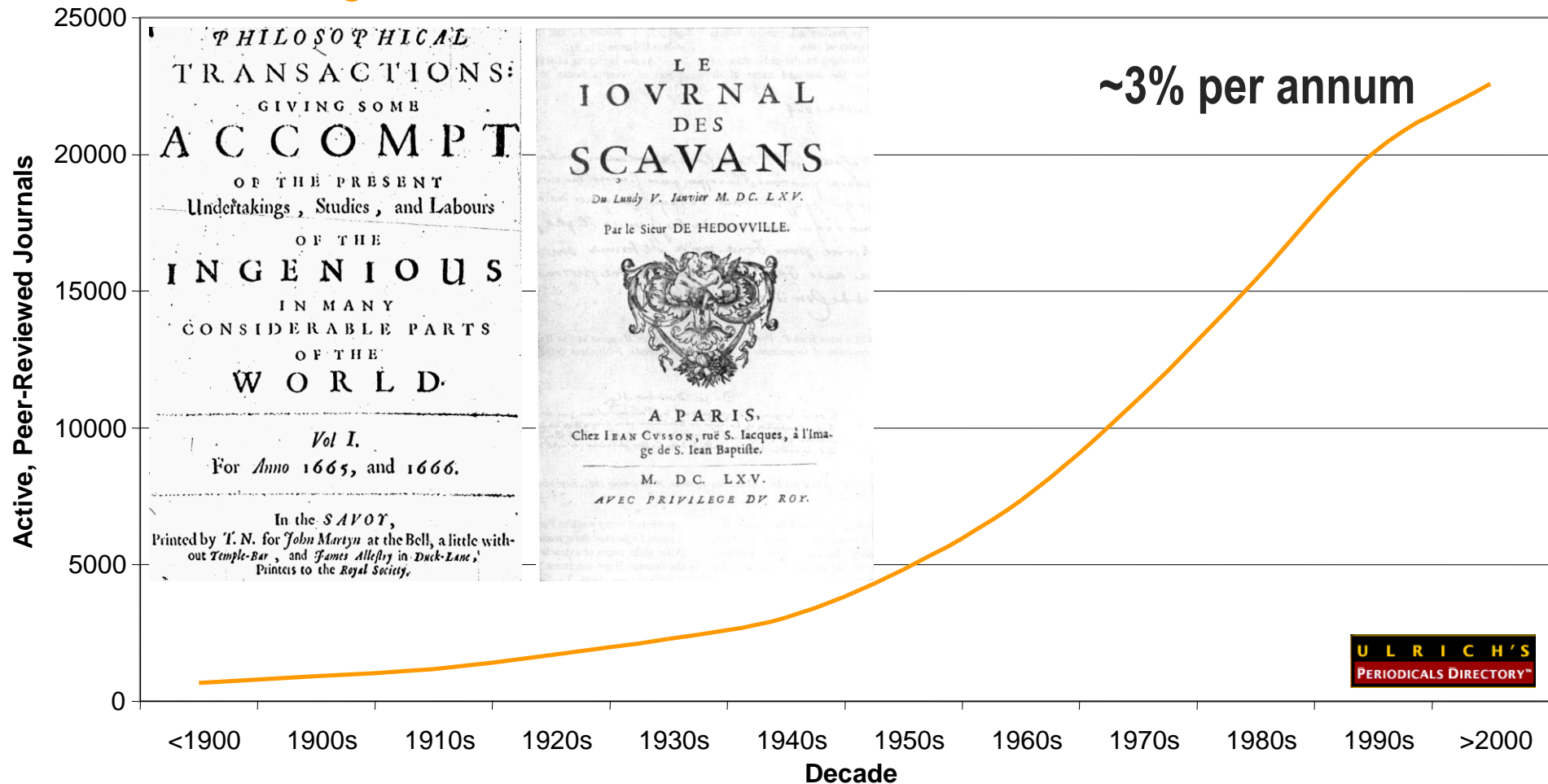
- Good tactics
 - Making the right decisions about which route to take around the course
 - AND
- Good skills
 - Tapping the power supply (wind)
 - Maximizing boat speed

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

Which journal?



“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**

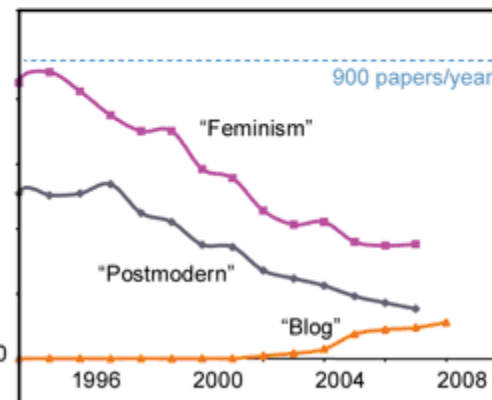
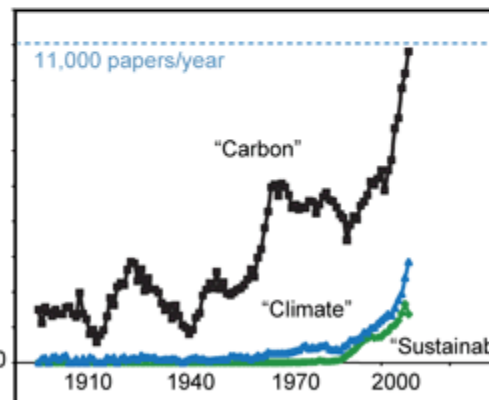
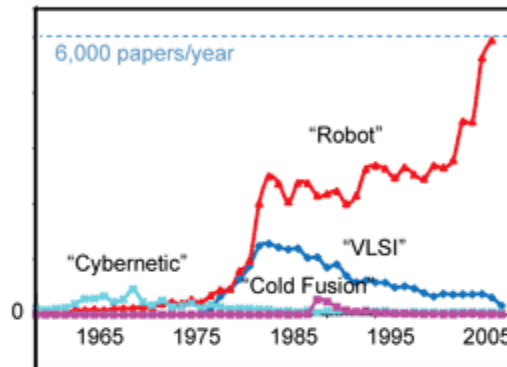
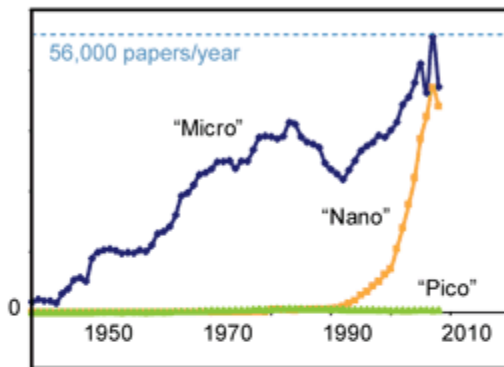
WOS Nursing Subject Category: Top 20 Ranked Journals

Mark	Rank	Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	JCR Data ⁱ						Eigenfactor [®] Metrics ⁱ	
				Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-life	Eigenfactor [®] Score	Article Influence [®] Score
<input type="checkbox"/>	1	INT J NURS STUD	0020-7489	4878	2.901	3.207	0.392	153	5.8	0.01139	0.920
<input type="checkbox"/>	2	ONCOL NURS FORUM	0190-535X	2655	2.788	3.080	0.403	62	8.6	0.00401	0.919
<input type="checkbox"/>	3	WORLDV EVID-BASED NU	1545-102X	576	2.381	2.477	0.295	44	6.1	0.00125	0.722
<input type="checkbox"/>	4	AM J CRIT CARE	1062-3264	1851	2.115	2.193	0.339	56	7.9	0.00255	0.541
<input type="checkbox"/>	5	J CARDIOVASC NURS	0889-4655	1176	2.053	2.193	0.484	64	5.4	0.00301	0.641
<input type="checkbox"/>	6	J HUM LACT	0890-3344	1096	1.985	1.838	0.293	58	7.3	0.00175	0.457
<input type="checkbox"/>	7	CANCER NURS	0162-220X	2390	1.966	2.112	0.306	85	8.5	0.00399	0.670
<input type="checkbox"/>	8	INT J MENT HEALTH NU	1445-8330	922	1.950	1.925	0.226	62	5.2	0.00187	0.439
<input type="checkbox"/>	9	EUR J CARDIOVASC NUR	1474-5151	854	1.876	1.894	0.589	56	5.7	0.00171	0.475
<input type="checkbox"/>	10	J ADV NURS	0309-2402	12024	1.741	2.296	0.259	239	9.5	0.01298	0.654
<input type="checkbox"/>	11	J NURS SCHOLARSHIP	1527-6546	1573	1.636	2.138	0.128	47	8.0	0.00251	0.640
<input type="checkbox"/>	12	NURS OUTLOOK	0029-6554	898	1.588	2.056	0.188	48	6.8	0.00189	0.598
<input type="checkbox"/>	13	MIDWIFERY	0266-6138	1970	1.573	1.958	0.500	170	4.6	0.00418	0.439
<input type="checkbox"/>	13	WOMEN BIRTH	1871-5192	365	1.573		0.155	58	3.5	0.00092	
<input type="checkbox"/>	15	EUR J CANCER CARE	0961-5423	1598	1.564	1.590	0.570	86	6.0	0.00364	0.483
<input type="checkbox"/>	16	AUST CRIT CARE	1036-7314	315	1.562	1.358	0.160	25	6.2	0.00075	0.430
<input type="checkbox"/>	17	CRIT CARE NURSE	0279-5442	562	1.556	1.471	0.053	38	6.1	0.00116	0.390
<input type="checkbox"/>	18	PAIN MANAG NURS	1524-9042	713	1.529	2.042	0.144	97	6.1	0.00128	0.483
<input type="checkbox"/>	19	J NURS MANAGE	0966-0429	2059	1.500	2.182	0.091	99	5.5	0.00472	0.557
<input type="checkbox"/>	20	J PEDIATR HEALTH CAR	0891-5245	734	1.440	1.890	0.137	51	6.4	0.00167	0.580

Finding the right topic!

Buzzwords!

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

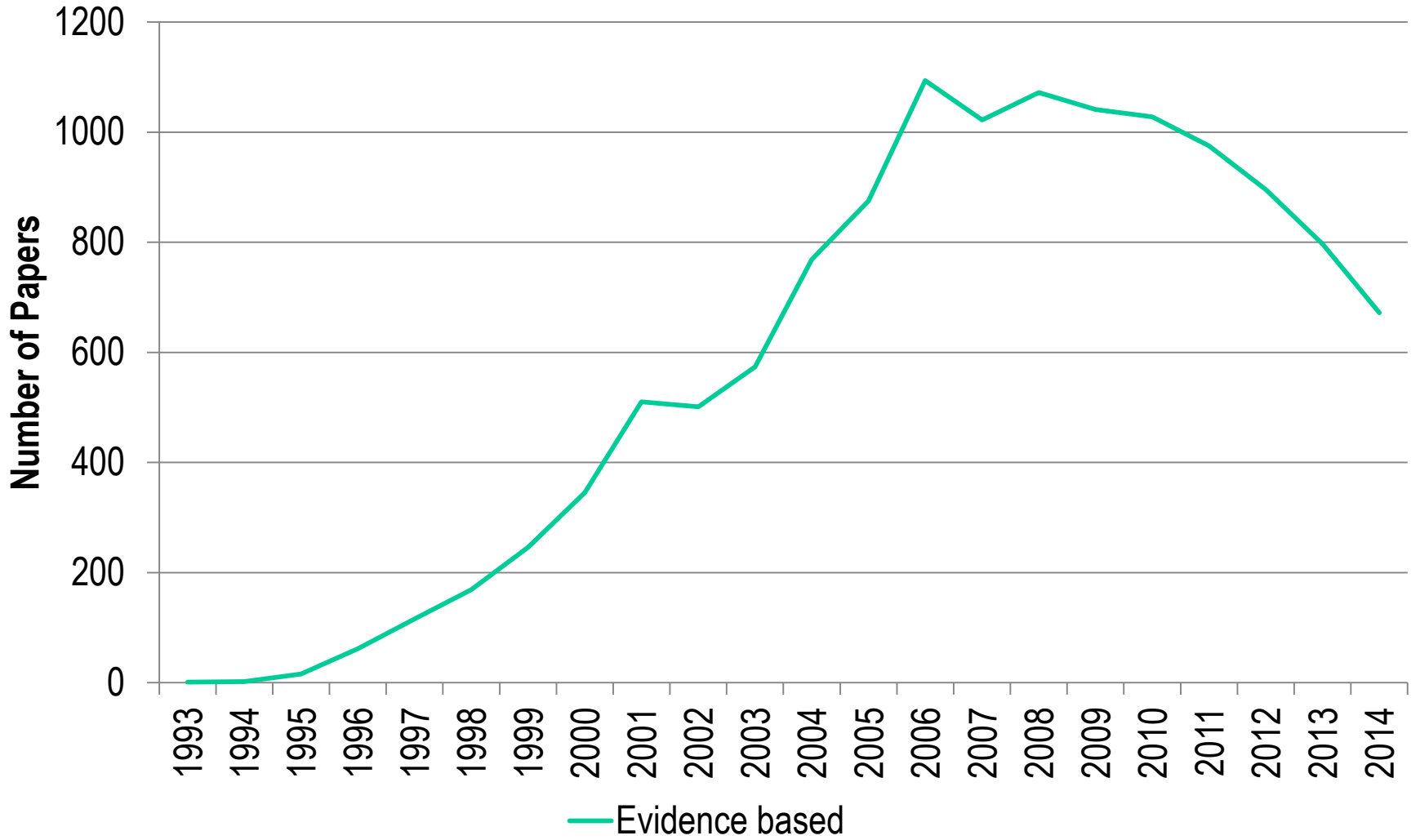


JORGE CHAM © 2009

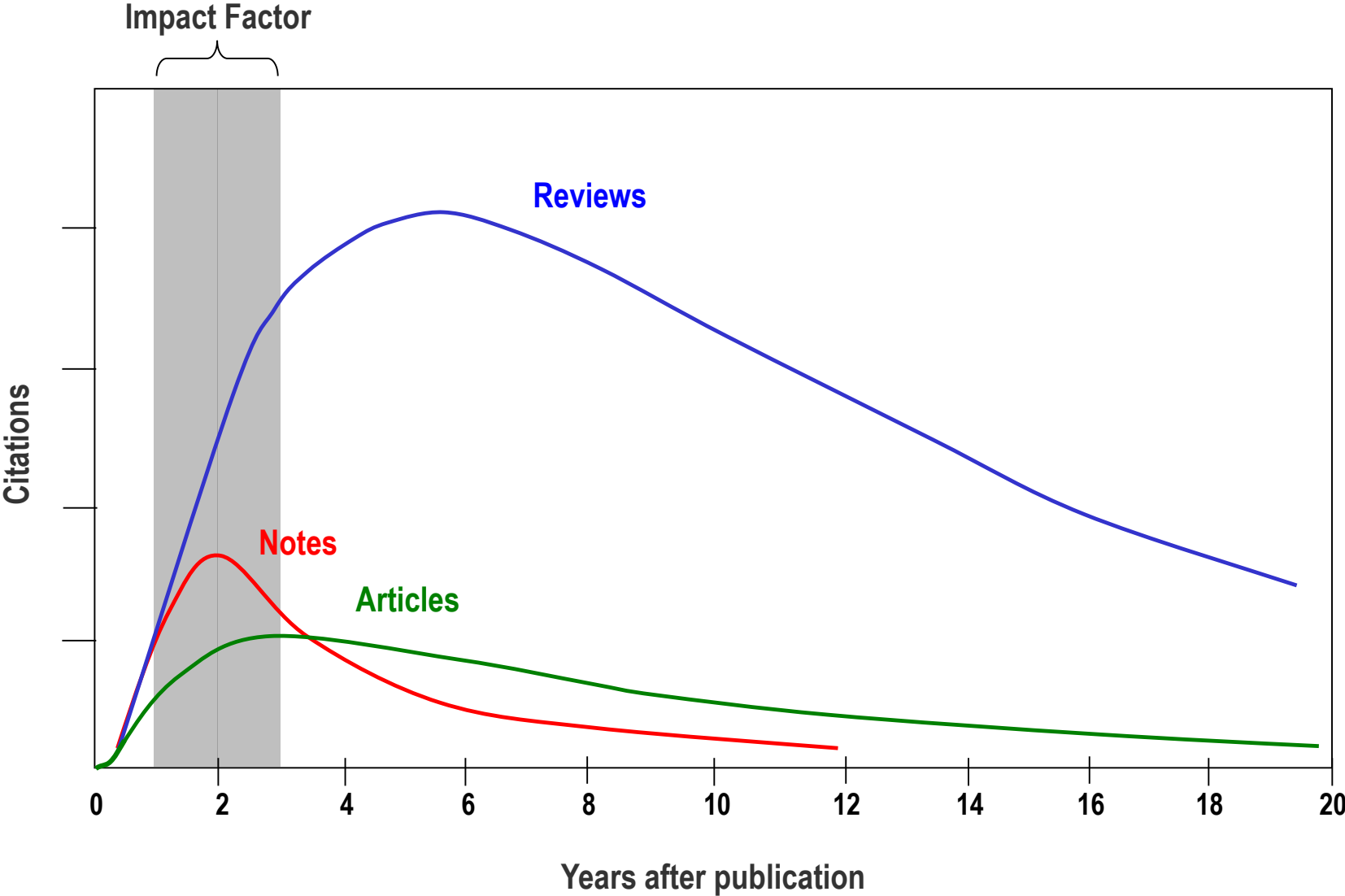
WWW.PHDCOMICS.COM

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

Papers with 'evidence based' in the title indexed by CINAHL



Influences on the IF: Article Type



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

- **I**ntroduction - Why did I do it?
- **M**ethods - What did I do?
- **R**esults - What did I find?
- **D**iscussion- 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 California...'

- ...nobody has studied this before in
 - nurses
 - nursing students
 - California, 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

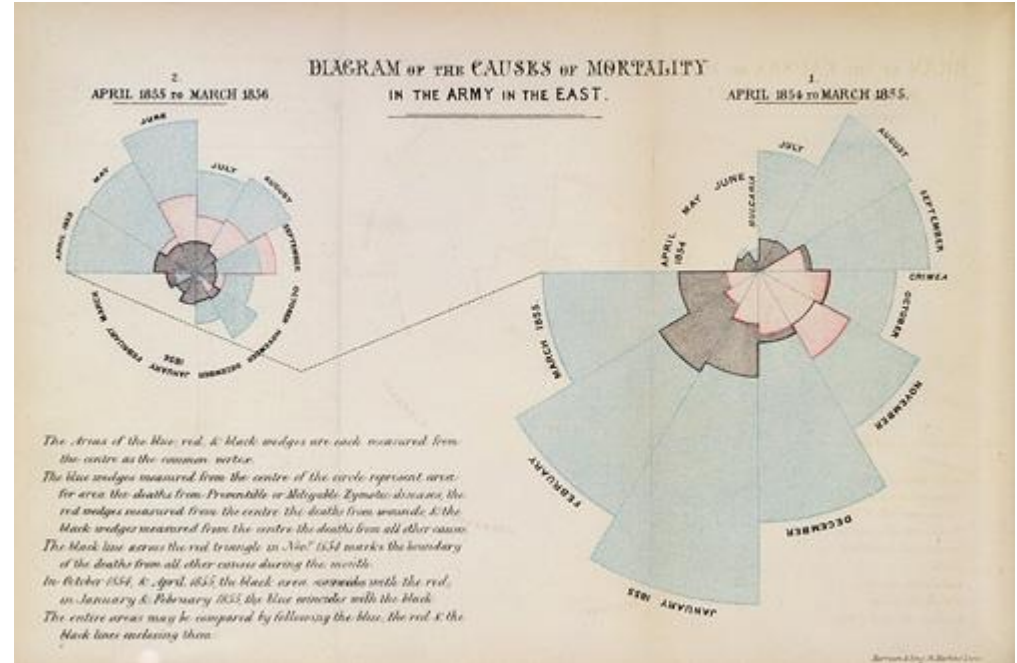
- President John F Kennedy was shot and killed by an assassin in Dallas this afternoon.
- **Hospitals should do the sick no harm**
 - *Who wrote that?*

Florence Nightingale



THE PERRY PICTURE

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 1,200 papers each year
 - But can only publish about 150
 - So tough decisions have to be made
- 70% 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







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Maximizing the impact of your publications in an open access environment

*Peter Griffiths, Ian Norman,
Sarah Davies*

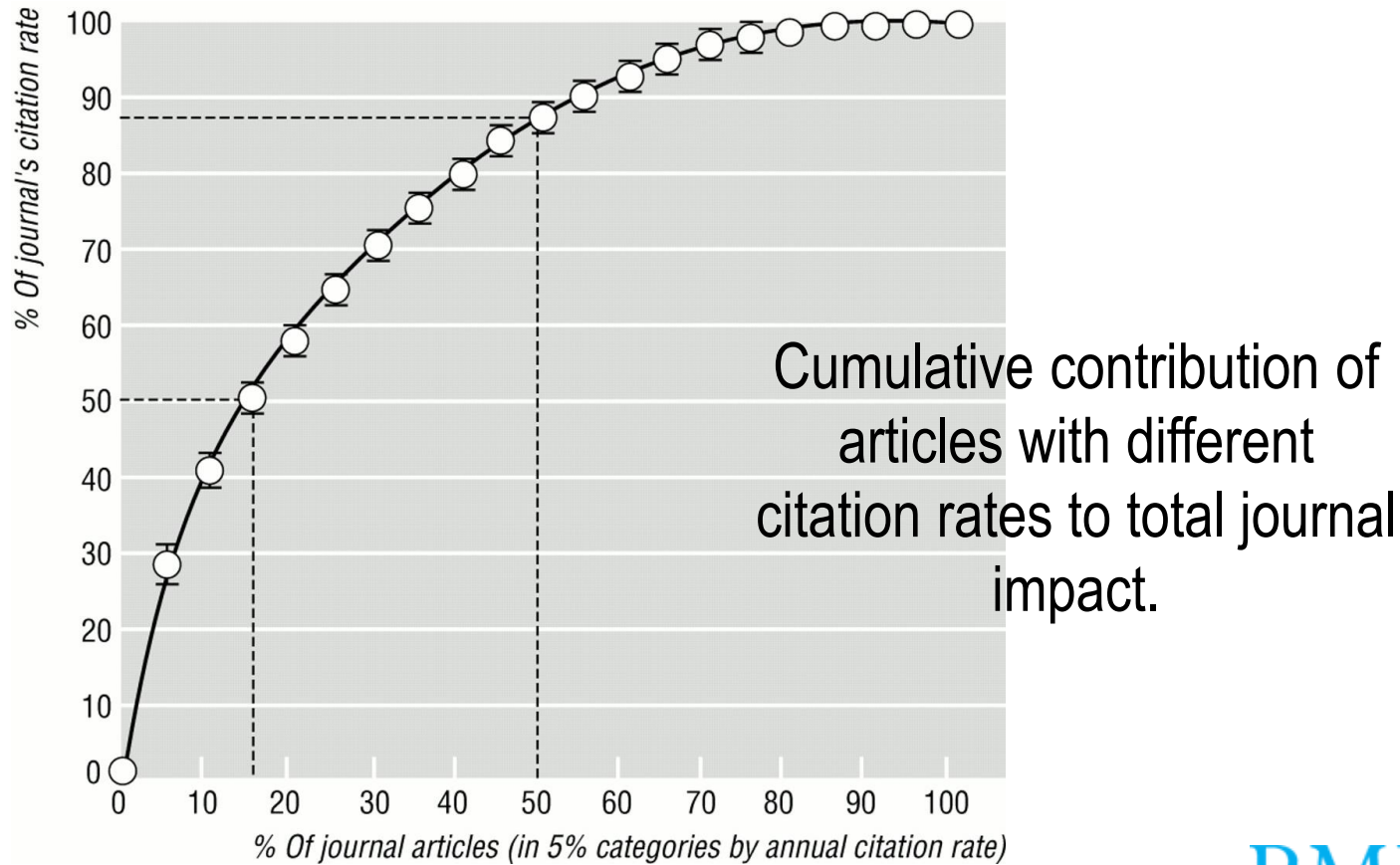


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Beyond scientific dissemination...
From citation to impact...

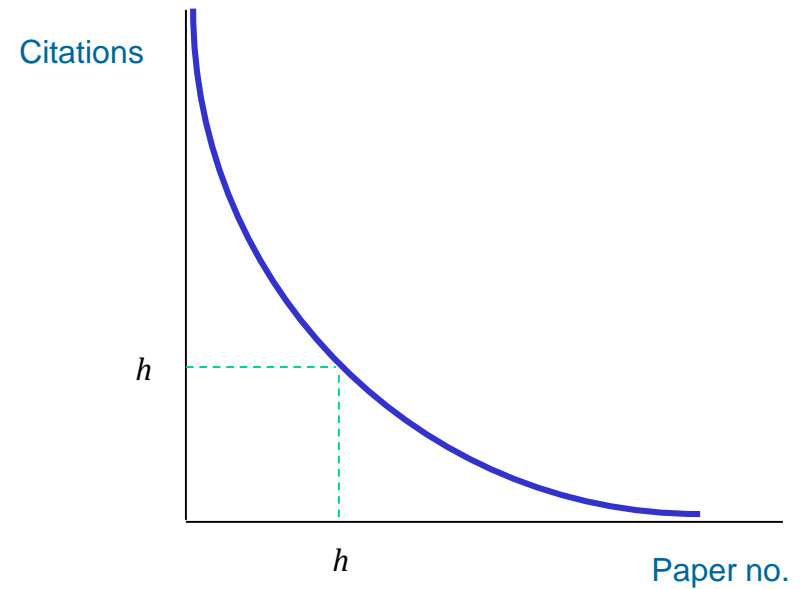
Do high-impact journals always publish high impact papers? ...



BMJ

Seglen, P.O., 1997. Why the impact factor of journals should not be used for evaluating research. *Bmj* 314 (7079), 497.

h-index



Available on commercial and freely available databases

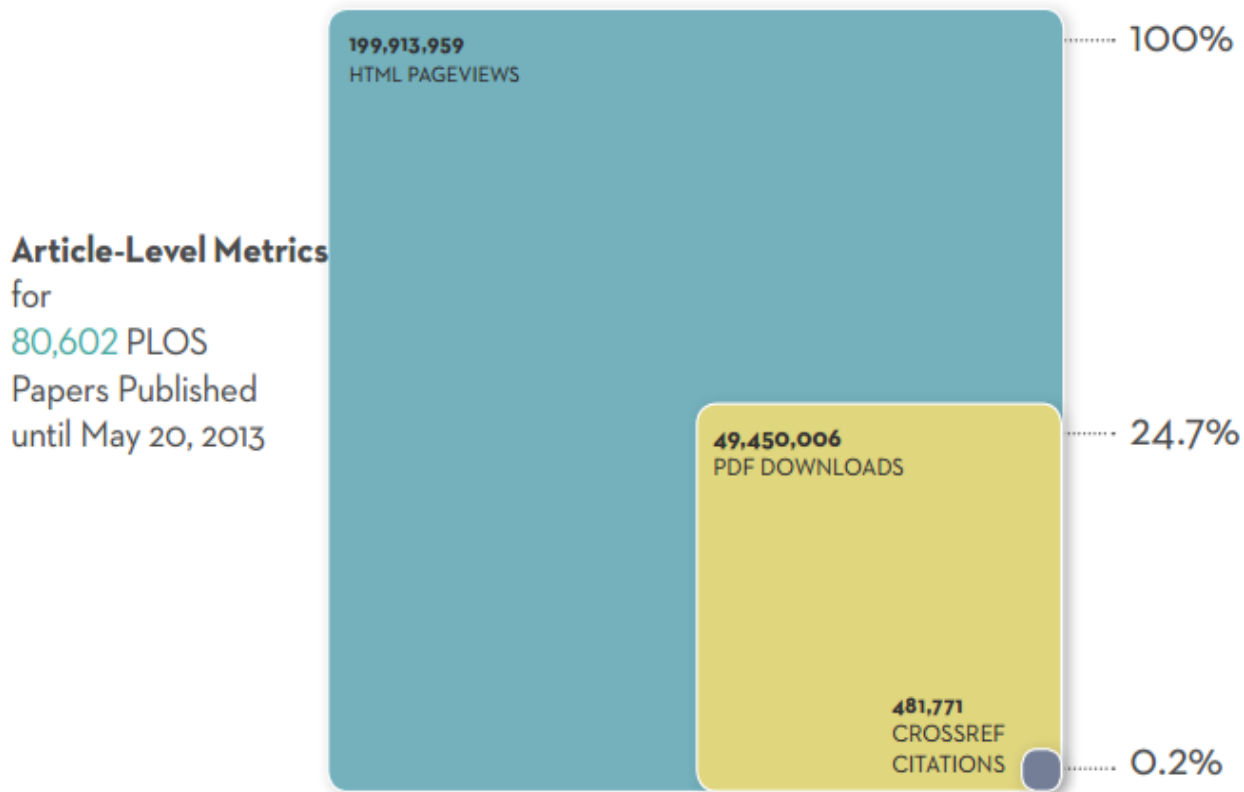
Rates individuals based on career publications

Incorporates both quantity and quality

Productivity and age constraints

More inclusive evidence of usage...

Figure 2: PLOS ALM Comparison of Usage, Downloads, and Citations



What is impact?

Influence in areas beyond the scientific community such as:

- the economy
- society
- quality of Life
- culture
- health care

culture



What isn't impact?

Dissemination is NOT 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?

- demonstrate how the nursing research has had a wider impact on nursing policies and practice, and hence led to outcomes that could be valued.
 - influence on policy
 - changes in practice
 - cost savings
 - health gains
- 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 – a tool for dissemination and a pathway to impact?

Based on Griffiths, P., 2014. Open access publication and the International Journal of Nursing Studies: All that glitters is not gold. *International Journal of Nursing Studies* 51, 689

International Journal of Nursing Studies 51 (2014) 689–690

Contents lists available at ScienceDirect

 International Journal of Nursing Studies 

journal homepage: www.elsevier.com/ijns

Invited Editorial

Open access publication & the International Journal of Nursing Studies: All that glitters is not gold 

There has been a long and sometimes heated debate about the merits, or otherwise, of open access publishing of research findings. There are many issues, some of which remain unresolved, but in some aspects at least the matters are becoming clearer. Some funding bodies, perhaps most notably for readers of this journal the National Institute of Health in the United States, have well established policies that require that publically funded research is made accessible, for free, to readers. Funders such as the UK research councils and National Institute for Health Research have similar policies that require open access publishing. Similar requirements will be attached to the European Union's Horizon 20:20 funding programme. Recently the UK's Finch report, prepared by an independent group of academics, libraries, research funders, publishers, and universities stated that the UK, one of the world's leading producers of academic research, should embrace the transition to open access and the Higher Education Funding Council has proposed that all submissions for the periodic assessment of research quality in UK, the Research Excellence Framework (REF), should be based on open access papers (Finch Report, 2012). US legislation may also impose this requirement on all publically funded research.

So the future seems clear – there will be far more 'open access' publishing, meaning that the research is available to read free of charge, via the internet, in various ways and at various times, to any reader with no subscription required. In the minds of some, open access publishing is exclusively associated with open access journals (such as the BMC series or PLOS) where the author pays the cost of publication through article processing charges and the article is made freely available. Many of the established academic publishers, including Elsevier, the publisher of the *International Journal of Nursing Studies*, have launched their own open access journals in recent years. These journals retain many of the characteristics of traditional journals and, in particular, aim to provide the same rigorous peer review to maintain academic standards.

However, into this arena a number of so called 'predatory' open access journals have emerged, which charge fees to authors without providing the editorial and publishing services associated with more established and legitimate journals. In many of these journals the scientific scrutiny of peer review is little more than a sham. The list of publishers associated with such journals is alarmingly long and seems to be growing (<http://scholarlyoa.com/publishers/>).

But the open access landscape is not exclusively about open access journals per se. In addition to journals that are wholly open access a growing number of established journals, including the *International Journal of Nursing Studies*, offer a hybrid model where authors can choose to pay an article processing fee to have the published online version of their article made open access. The number of such papers is small, but growing.¹ Potential advantages to authors are increased usage of the paper reflected in greater downloads although there is no demonstrated citation advantage of open access publishing (Moed, 2012) (Davis et al., 2008). However, open access is not limited to these so called 'gold' routes (where it is the fully published version of the article in a journal that is open access).

As an alternative, or in addition, to making the published paper open access authors may be able to make their research freely available (and meet funder requirements) by depositing the text of their paper in an institutional repository (such as the eprints repository at the University of Southampton <http://eprints.soton.ac.uk/> which has been at the forefront of such developments in the UK) or a central repository (such as PubMed Central or Europe PubMed Central). Articles so deposited are not the final published version but rather a pre-print (before refereeing) or post-print (the accepted manuscript sent to the publisher). Some journals allow only pre-prints to be deposited, some impose embargo periods of typically

¹ See <http://www.journals.elsevier.com/international-journal-of-nursing-studies/open-access-articles/> for examples.

<http://dx.doi.org/10.1016/j.ijnurstu.2014.02.010>
0020-7489/© 2014 Elsevier Ltd. All rights reserved.

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

Drivers to open access publication

Increasing commitment to the principle that publically funded research should be made accessible, for free, to readers. Endorsed by major funding bodies:

- *NIH in US, NIHR in UK, EUs Horizon 20/20 programme*

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)*

To be eligible for submission for post-2014 REF articles accepted for publication after 1 April 2016

- *'must have been deposited in an institutional or subject repository on acceptance for publication, and made OA within a specified time period'*

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?

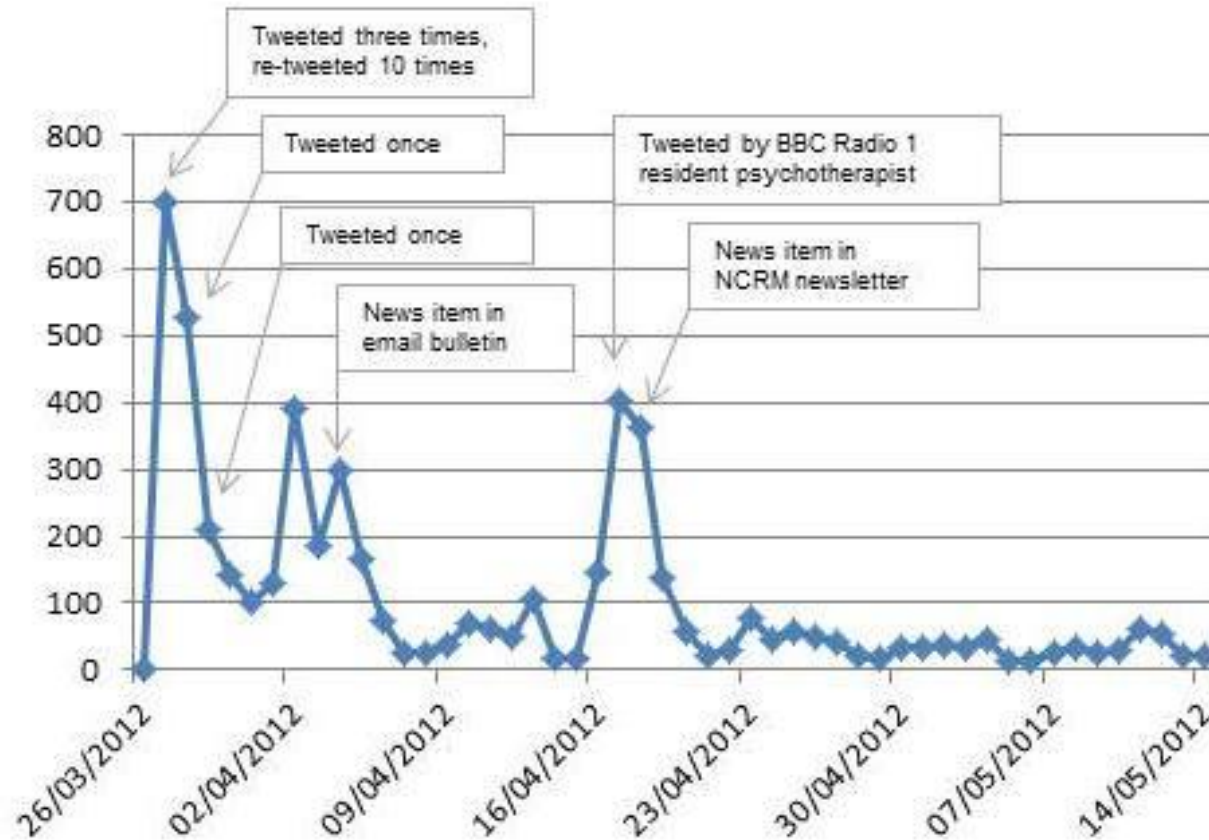
Potential impact on:

- 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)

New understanding of impact requires publication metrics which go beyond citations and the IF

Effect of twitter and other communication channels on a paper's downloads



Kaisa Puustinen and Rosalind Edwards (2012) 'Who gives a tweet? After 24 hours and 860 downloads, we think quite a few actually do'. LSE Impact of Social Sciences blog.

<http://blogs.lse.ac.uk/impactofsocialsciences/2012/05/18/who-gives-a-tweet-860-downloads/>. 18 May

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?

The image is a screenshot of a Twitter homepage. At the top, the browser address bar shows the URL <https://twitter.com/?lang=en>. The navigation bar includes icons for Home, Notifications (with a '3' badge), Messages, Discover, and a search bar labeled 'Search Twitter'. A 'Tweet' button is also visible.

The main content area features a 'What's happening?' section with a 'View 7 new Tweets' link. The first tweet is from **RC of Psychiatrists** (@rcpsych), posted 2 minutes ago. The text of the tweet is: "Great infographic from @joinmq on the state of mental health research in the UK joinmq.org/pages/mental-h...". It shows 1 retweet and 1 favorite. The tweet is timestamped "3:58 PM - 2 Apr 2015" and includes icons for reply, retweet, favorite, and more options. Below the tweet is a "Reply to @rcpsych @joinmq" input field.

On the left sidebar, there is a profile for **IJNS nursing journal** (@IJNSJournal) with 789 tweets, 837 following, and 2,062 followers. Below this is a "London Trends" section with a "Change" link and a list of trending hashtags: #leadersdebate, #ThingsJesusNeverSaid, Happy Easter, #lufc, Karen, #WorldAutismAwarenessDay, Rochdale, #MarvinsHipHopRandBMixtape, Brendan Rodgers, and Amy Winehouse.

On the right sidebar, the "Who to follow" section lists three accounts: **richard horton** (@richardhort...), **Cheryl Metcalf** (@CherylMet...), and **Grand Villa St Pete** (@Gran...). Each account has a "Follow" button. Below this is a "Find people you know · Popular accounts" link.

At the bottom of the right sidebar, there is a copyright notice: "© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket".

At the bottom of the main content area, there is a retweet notification: "Uni of Southampton retweeted **National Wind Tunnel** @NWTF_UK · Mar 31". The text of the retweeted tweet is: "The R.J.Mitchell Tunnel at @unisouthampton; one of 17 open-access wind tunnels of the National Wind Tunnel Facility." Below this text is a video player showing a close-up of a tunnel's interior.



Ian Norman

King's College London
Nursing, psychology, psychiatry, mental health
Verified email at kcl.ac.uk - Homepage

[Follow](#)

Title	1-20	Cited by	Year
Factors influencing turnover and absence of nurses: a research review	RG Borda, IJ Norman International Journal of Nursing Studies 34 (6), 385-394	207	1997
Developing Flanagan's critical incident technique to elicit indicators of high and low quality nursing care from patients and their nurses	IJ Norman, SJ Redfern, DA Tomalin, S Oliver Journal of advanced nursing 17 (5), 590-600	207	1992
Competence in nursing practice: a controversial concept—a focused review of literature	DT Cowan, I Norman, VP Coopamah Nurse education today 25 (5), 355-362	182	2005
Interprofessional perceptions of health care students	M Hind, I Norman, S Cooper, E Gill, R Hilton, P Judd, S Jones Journal of interprofessional care 17 (1), 21-34	165	2003
The nurse-doctor relationship: a selective literature review	SJ Sweet, IJ Norman Journal of advanced nursing 22 (1), 165-170	156	1995
Assessing competence to practise in nursing: a review of the literature	S Redfern, I Norman, L Calman, R Watson, T Murrells Research Papers in Education 17 (1), 51-77	151	2002
The validity and reliability of methods to assess the competence to practise of pre-registration nursing and midwifery students	IJ Norman, R Watson, T Murrells, L Calman, S Redfern International Journal of Nursing Studies 39 (2), 133-145	122	2002
Mental health care for elderly people	Elsevier Health Sciences	119	1997
Cochrane reviews of educational and self-management interventions to guide nursing practice: a review	S Coster, I Norman International journal of nursing studies 46 (4), 508-528	118	2009
Work satisfaction, stress, quality of care and morale of older people in a nursing home	S Redfern, S Hannan, I Norman, F Martin	111	2002

Google Scholar

[Get my own profile](#)

Citation indices	All	Since 2010
Citations	4534	2434
h-index	39	28
i10-index	84	62



Co-authors [View all...](#)

[Roger Watson](#)

[Alison White](#)

[Peter Griffiths](#)

But even more important

Above all – do good research –

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

- McKenna, H.P., 2015. Research assessment: The impact of impact. International Journal of Nursing Studies 52 (1), 1-3.



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Examining trends in nursing evidence based research and measurements of quality

*Sarah Davies, Peter Griffiths,
Ian Norman*

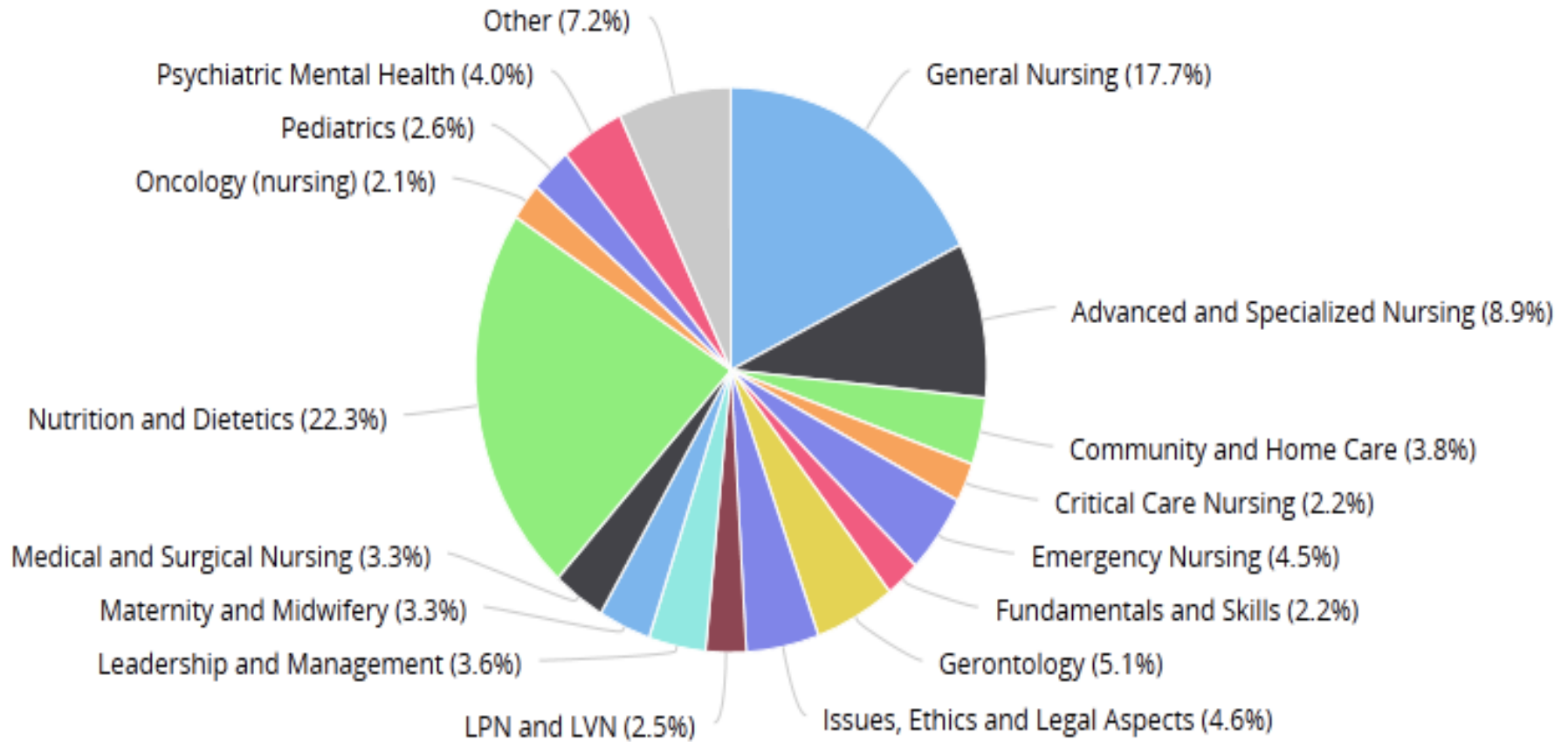


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Nursing: Overall Research Performance

290 Active Peer-Reviewed Academic/Scholarly Journals*

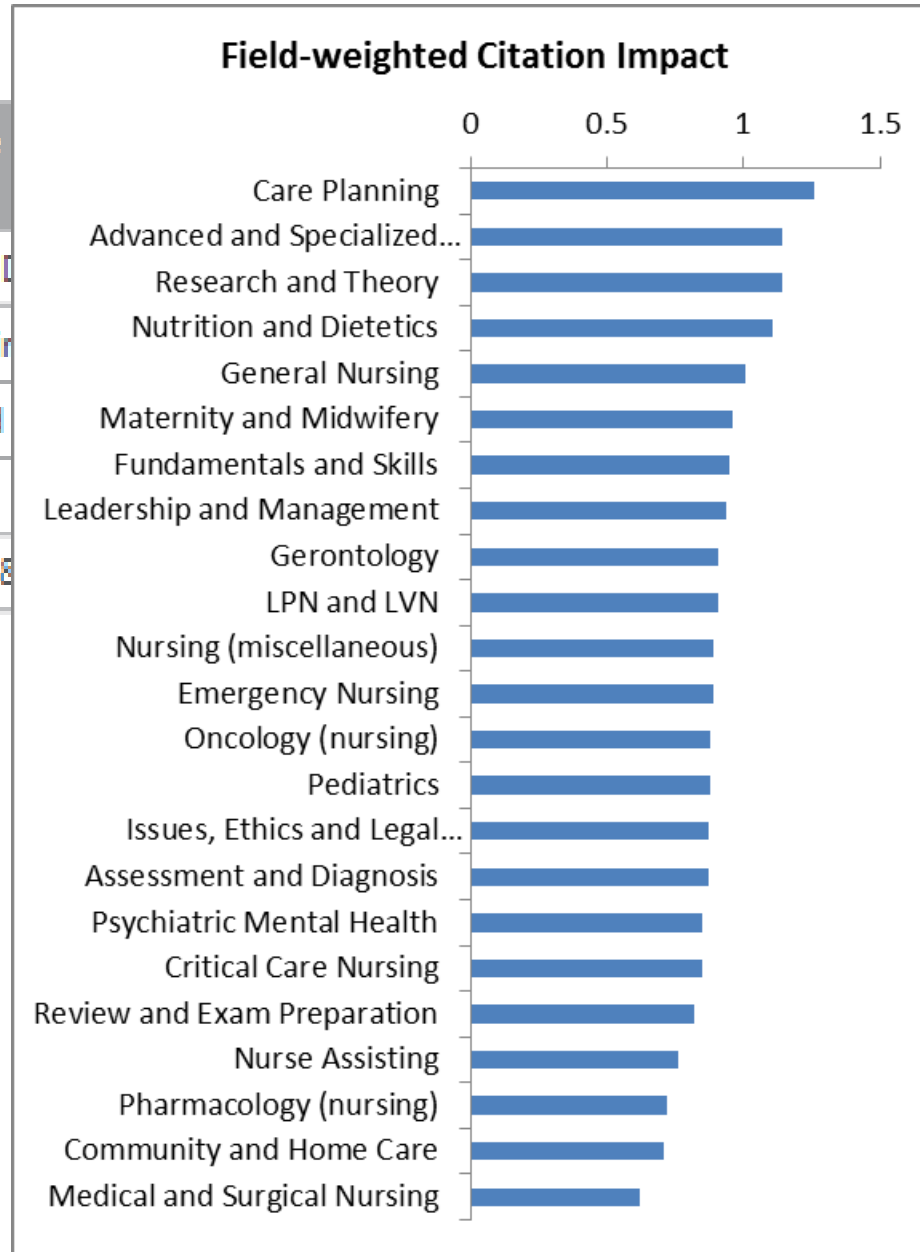


*(Source: Ulrichs, Aug 2015, subject category Medical Sciences – Nurses and Nursing)

Nursing: Overall Research Performance

PUBLICATION SHARE
TOP 5 SUB DISCIPLINES

Sub discipline
Nutrition and Dietetics
General Nursing
Advanced and Specialized...
Other
Issues, Ethics & Legal...



Growth
198.8%
42.1%
40.5%
32.5%
25.8%

*(Source: Scopus; 2010-2014)

Journal Impact Factor

- + Easy to calculate
- Numerator & Denominator misaligned
- Brief citation window
- Field dependent metric
- Subject to manipulation

JCR Data ^(j)				Eigenfactor [®] Metrics ^(j)	
Impact Factor	5-Year Impact Factor	Immediacy Index	Cited Half-life	Eigenfactor [®] Score	Article Influence [®] Score

WEB OF SCIENCE™



THOMSON REUTERS™

Journal Level Impact Metrics

SJR Scopus **SNIP**

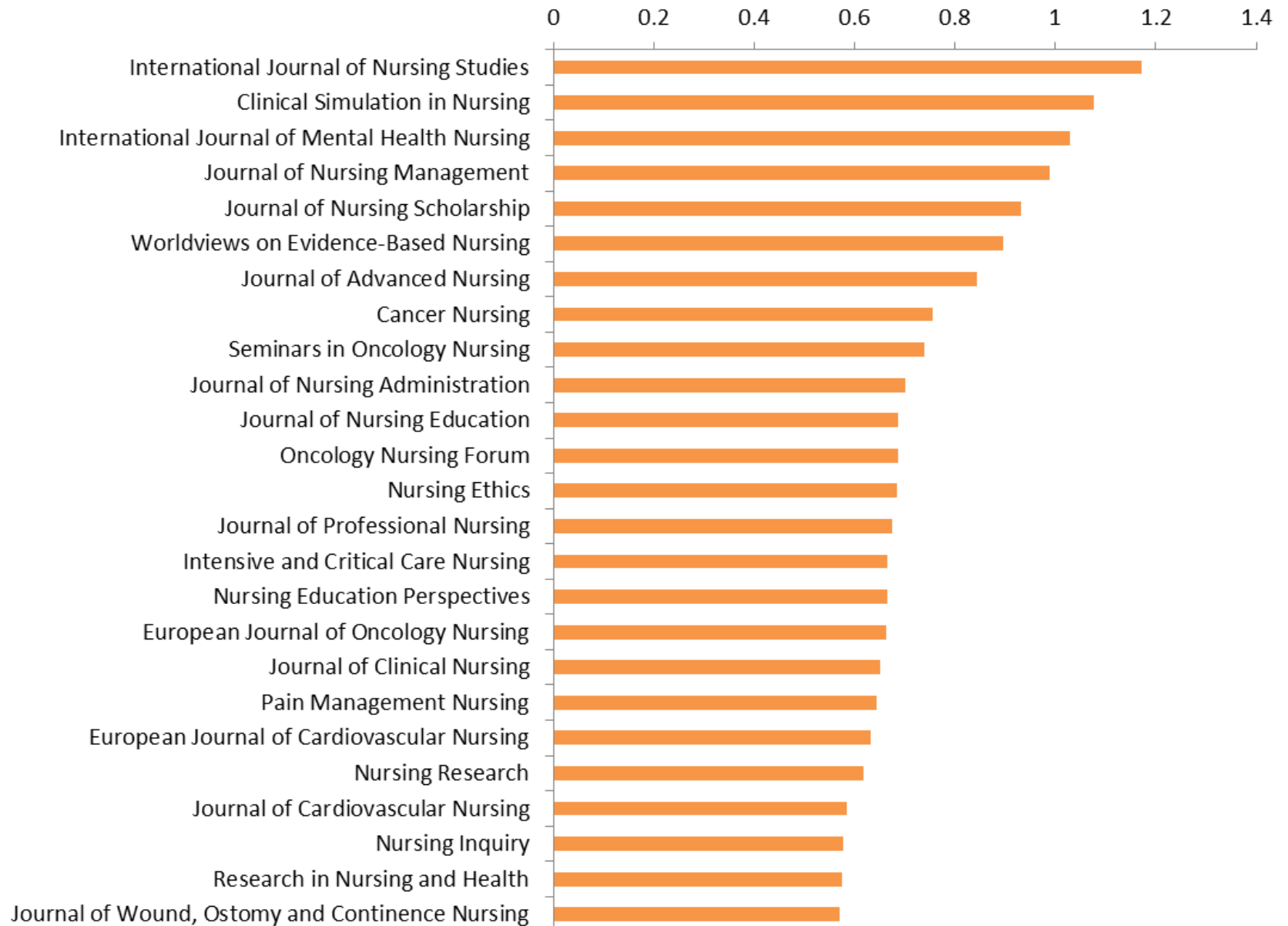
- Complex calculation
- + Easy-to-understand value
- + Measures journal prestige
- + Self-citations are limited in effect
- + Available for more journals

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

eigenFACTOR

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

SJR 2014



Article level Impact Metrics



h index



Individual level Impact Metrics



- 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



Up to now this article has been mentioned 313 times by 305 sources.

Sources

- 2 Facebook users
- 2 science blogs
- 1 Google+ user
- 1 news outlet
- 299 tweeters

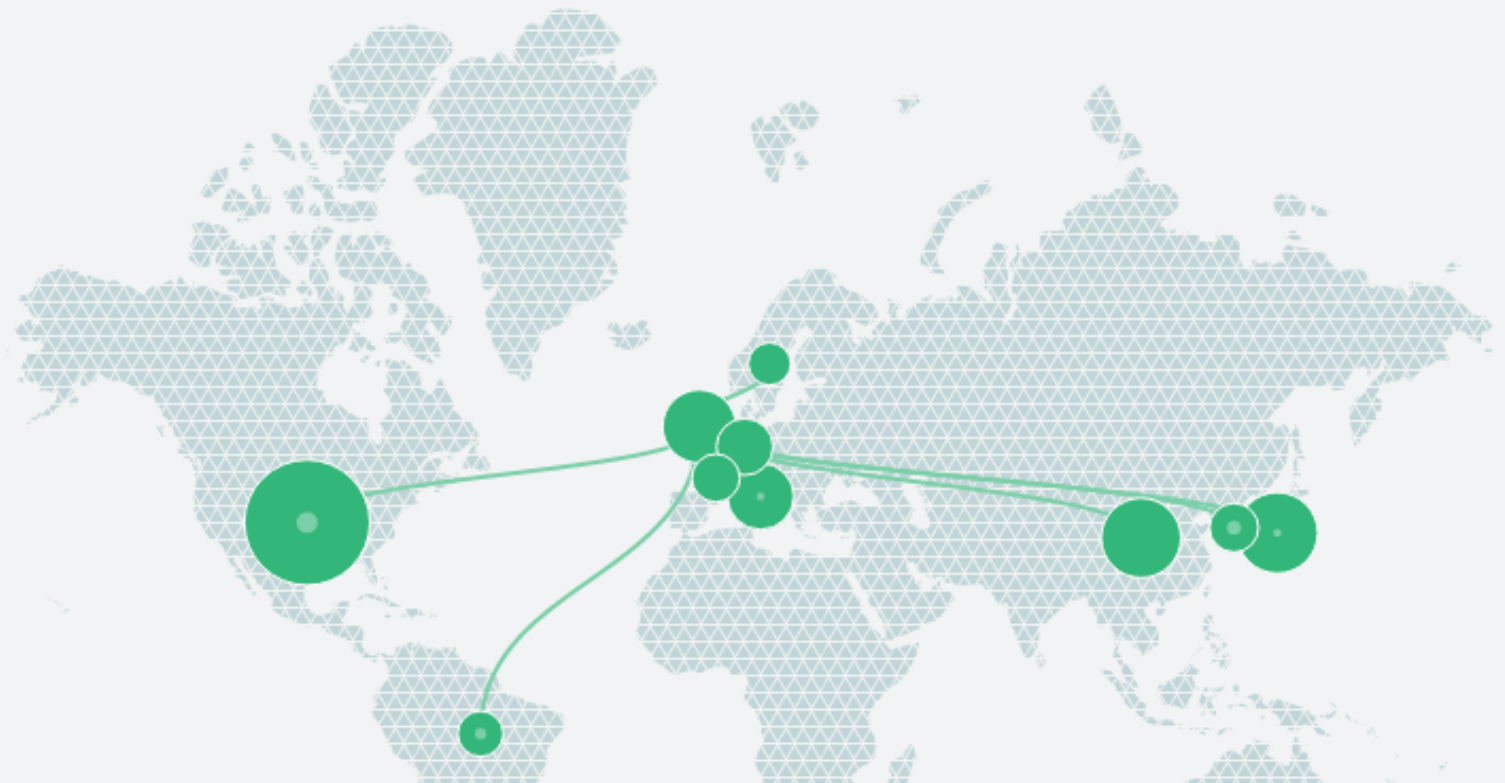
Saved to reference managers

- 0 CiteULike
- 1 Mendeley

Author measurement and tracking tools – tracking one's own “impact”

Where are your readers coming from? ?

Last month, most views came from United States, while your biggest overall audience is from United States.





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**PUBLISHING EVIDENCE
FOR IMPACT ON PRACTICE**

KEY MESSAGES



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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!)



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Thank you

***Sarah Davies, Peter Griffiths,
Ian Norman***



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