

How to Improve the Visibility of Journals

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Undoubtedly, improving the visibility of journals' contents and research outputs is the cornerstone of attracting more manuscripts that are valuable and increase the Impact Factor of the journals. There are many tricks, which are considered as the applicable steps to improve the level of visibility.

Indexing journals in authentic databases is the most important, simply because thousands of readers can access to the contents of the journals. Different studies have shown that open access journals encompass a higher Impact Factor in comparison to pay journals. Open access is defined as the free online availability of peer reviewed literature permitting any user to read, download, copy, distribute, print, search, or link to the full texts of articles. Nowadays the numbers of journals, which have opened the gate generously to their readers, are increasing significantly. The managers figured out that after opening the gate, the flow of receiving papers and the numbers of readers have been increased significantly. Especially some databases like DOAJ, which presents the contents of the journals freely, are most applicable in this arena. As regards Chinese scientific journals, citation indicators of Open Access journals were higher than those of non-Open Access journals.¹ "For 72% of papers published in the Astrophysical Journal, free versions of the paper are available. These 72% of papers are, on average, cited more than twice as often as the remaining 28% that do not have free versions".²

Preparing a CD or DVD of full text papers published by a journal is another option. After disseminating such CD by Iranian J Public Health and Iranian J Parasitol in overseas congresses, we noticed a significant increase in receipt of good quality manuscripts. Some software such as Article Submitter might also be helpful in spreading the output of journals.

Another method, which we have noticed in EMRO journals to a less extent, is using a Mailing List and sending the contents of each issued journal and a free link to each of its papers. This is practiced in western countries and we notice many of such emails every day. A link that suggests an alert email to let the readers know of the last contents of the journal normally has not been provided in many journals in EMRO region. Conclusively, to improve the visibility of journals a mixture of above-mentioned devices can be employed.

REFERENCES

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