

# JEAMS

## IMPACT FACTOR

Regarding impact factor, authors typically place 100% of the blame on the journal. But the reputation and awareness of the journal is only the first step, often the author's own decisions sabotage the journal's impact factor. There are straightforward techniques to increase the probability that a published paper would be cited by peers, or sought by readers, or show up at the top of a search engine list.

First, engage in ambitious investigations that answer novel questions and that result in ground breaking conclusions. Busy readers are simply less interested in reading papers authored by unknown co-authors showing incremental research and lacking impact. Even if such mediocre papers are somehow published in a high impact journal, readers don't waste time searching then reading such papers, and peers prefer not to cite such papers.

Second, highly cited authors can be added to the list of co-authors. Collaborating with highly cited authors isn't only to attach big names to an investigation, but can correct and improve the experimental design or data analysis, can suggest overlooked literature, and can provide access to different expensive lab resources. Thus, the actual science can be improved, possibly resulting in novel or significant conclusions that would more likely interest readers. Highly cited authors possess a track record of publishing high impact research.

Third, increasing the interdisciplinary or interdepartmental flavor of your investigation can broaden the base of potential readers who might search for your published paper, and can increase the number of peers who might cite your paper.

Fourth, keywords can be strategically and wisely chosen to reflect Medical Subject Headings (MeSH) search tags for PubMed as well as popular keywords for search engines. Fifth, those popular keywords and phrases should be included in the title and abstract. Sixth, highly cited papers can be chosen as references, since that may lead readers and peers to find your paper.

Meanwhile, our new journal will work to increase our impact factor. JEAMS already begins from a population of vetted scientists at the top research institutions. We will provide pre-publication access to journalists who might write news articles on our authors' papers. We will attempt to distribute our print journal in public libraries to increase our visibility among the general public who read the news articles written by those journalists. We will continue to host STEM conferences where authors can present their research to increase the awareness of their research and their co-authors among their peers. We will make papers freely accessible in various post-publication public repositories after the embargo period.