

WILEY

Researcher Series 2026

Practical advice on
networking and marketing

ネットワーキングとマーケティングの実践的なポイント

John Morris

Manager, Open Research APAC

SEPTEMBER 2026



The background of the slide is a close-up photograph of a smooth, dark grey stone partially submerged in water. Concentric ripples emanate from the point where the stone enters the water, creating a series of light and dark rings that fill the frame. The water has a greenish-blue tint.

The Research Landscape Today

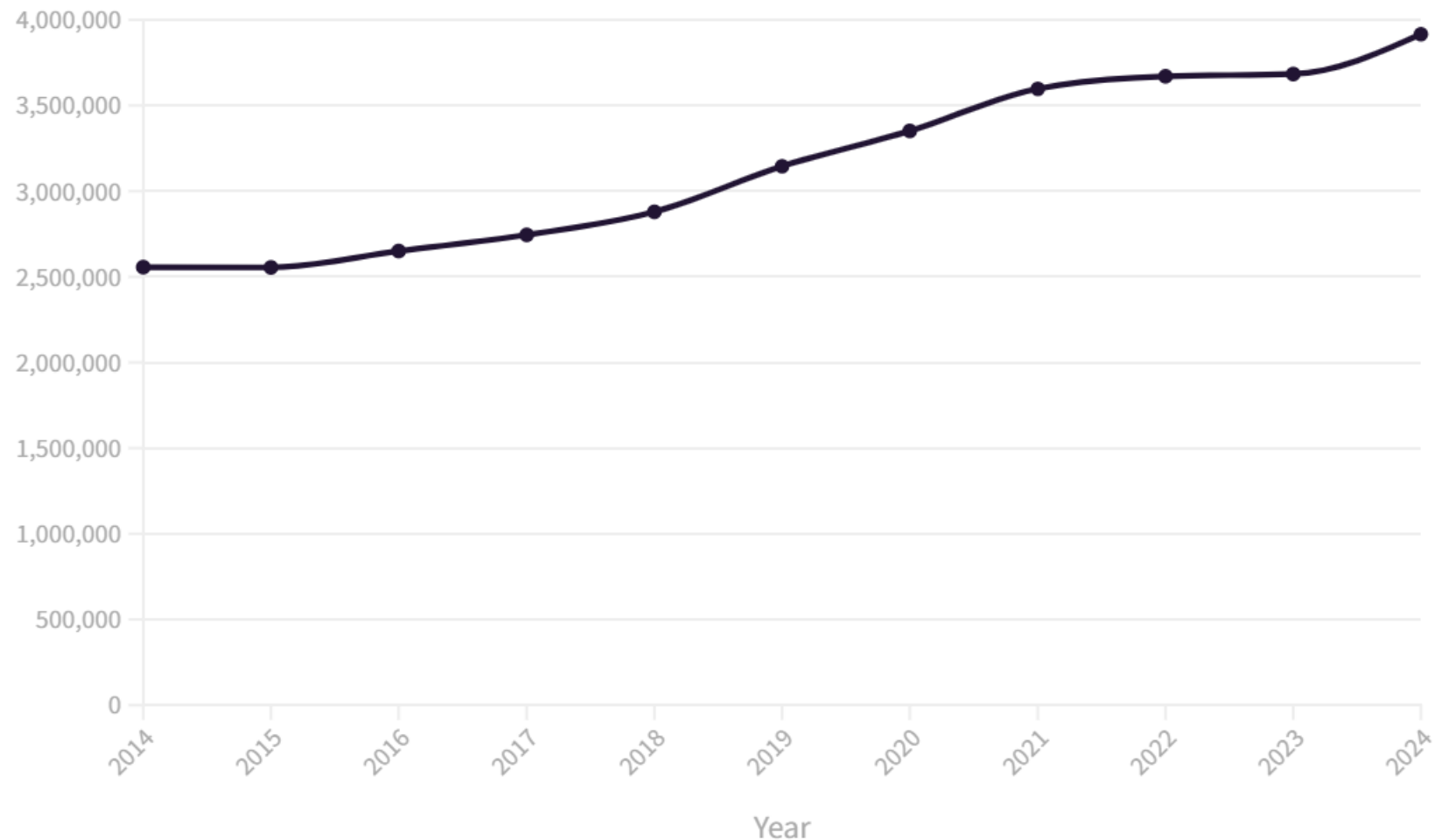
Open research progress continues globally
and it is affecting articles



Total global number of articles, reviews and conference papers, 2014 to 2024

All access types, including subscription-only

Number of articles, reviews and conference papers



The Global Open Access Movement

The global publishing landscape is constantly evolving, and over the last 20 years we've seen an acceleration towards an open access world



**Grounded in shared
Declarations**



**Supported by policy
changes**



Increased Visibility



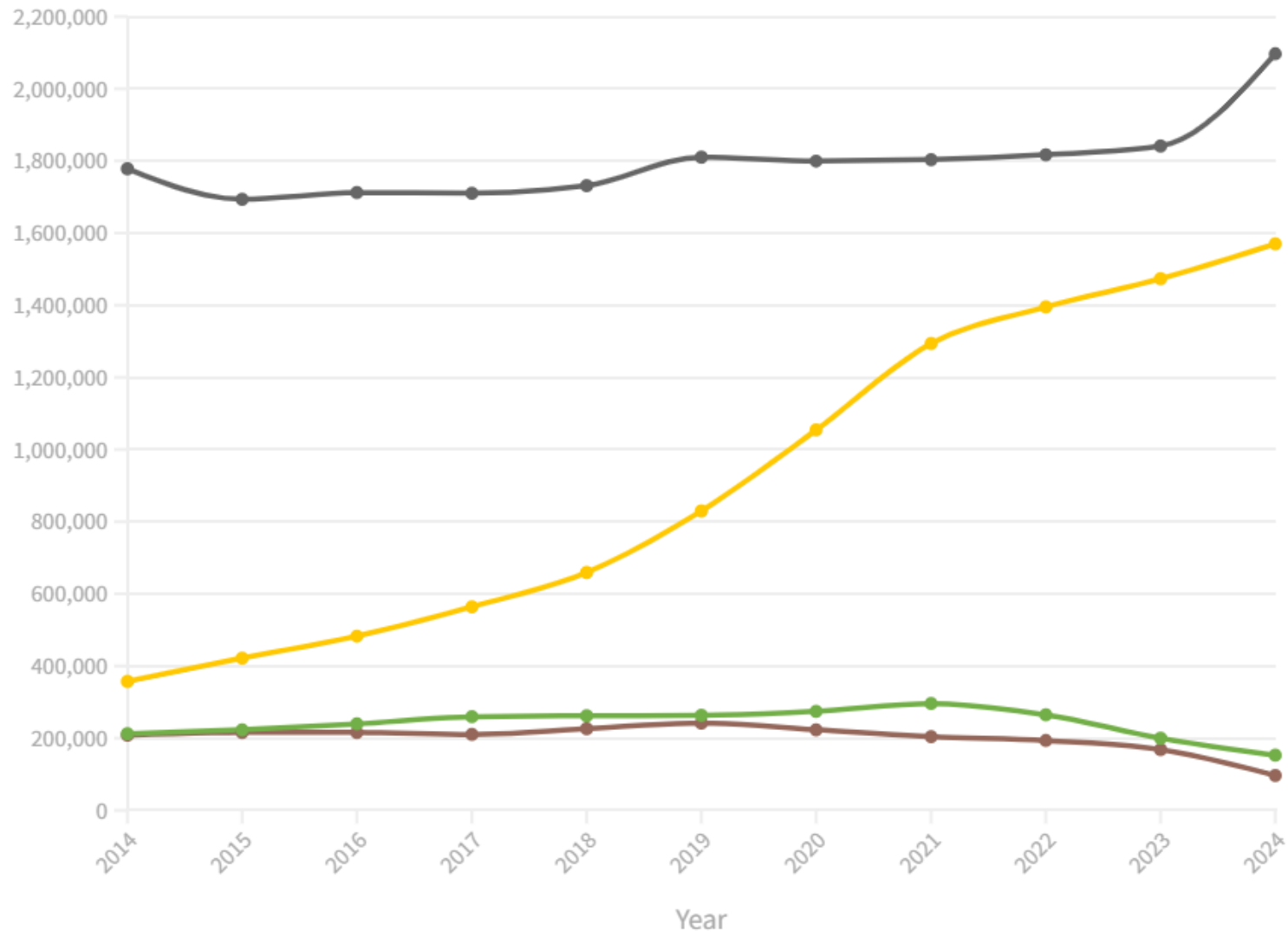
Researcher Needs



Global scholarly publishing by access type, number of publications

Gold Green Bronze Subscription-only

Articles, reviews and conference papers



Open Access Advantage Study: Key Results (May 2026 release)



3.5x Views

Open access articles were viewed more than three times as much as subscription articles



1.3x Citations

Open access articles were cited 26% more than subscription articles



3.8x Altmetric Score

Open access articles received almost four times as much Altmetric attention as subscription articles



[Find more key results in this visual summary.](#)

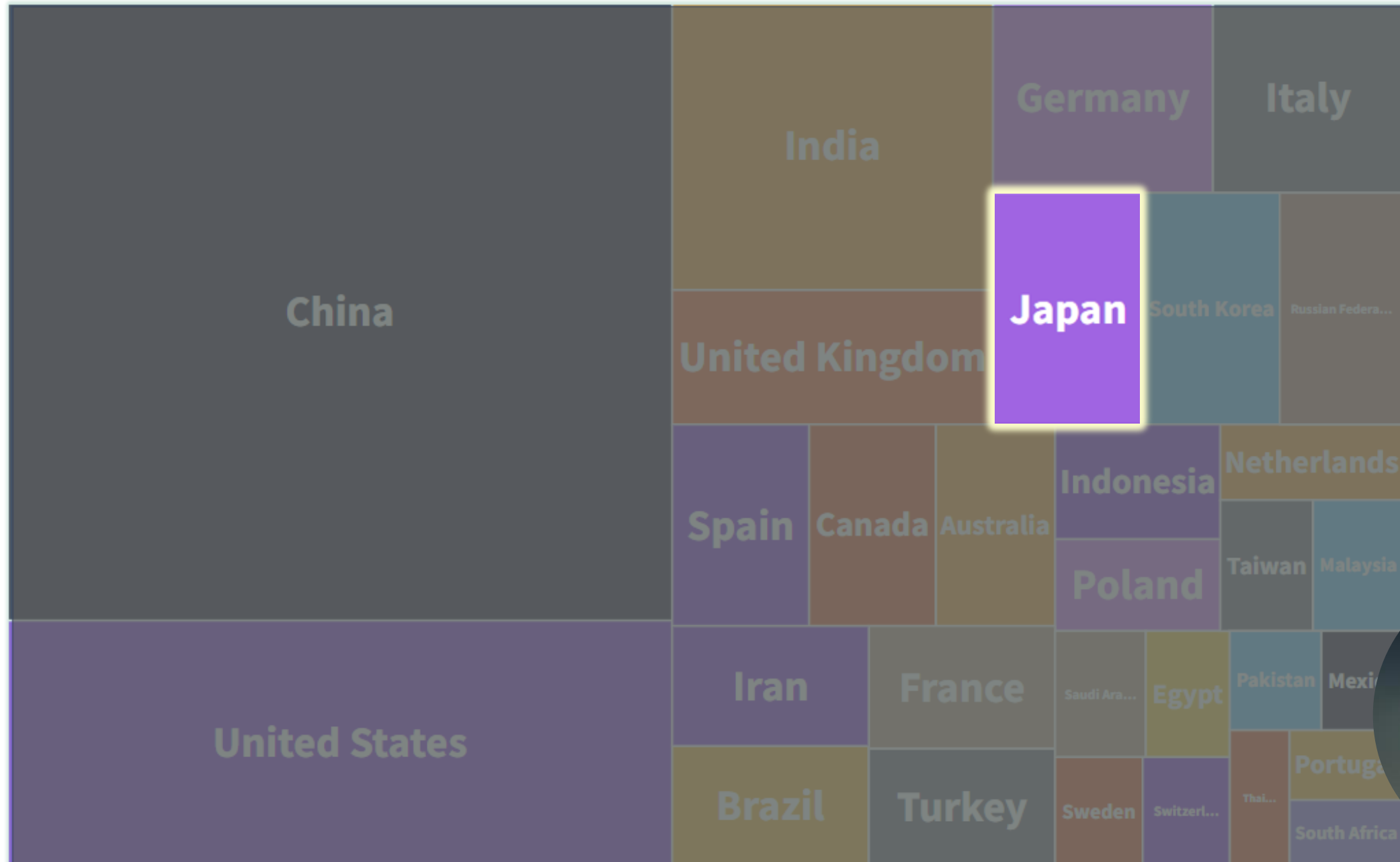
Gold

Green

Bronze

Subscription-only

Total Articles



A pair of glasses with a blue frame and clear lenses is resting on a laptop keyboard. The background is a blurred image of the keyboard and screen, with a green and blue light gradient overlay. The text "Sharing Your Research" is centered in the lower half of the image.

Sharing Your Research



Article Share

Log in to your Author Dashboard to generate a unique link for a full-text, read-only version of your article – ready to share!

How to get your link:

1. Log in to your Author Dashboard
2. Find the article you want to share under 'My Articles' and click 'Manage Article'
3. Click 'Get shareable link'
4. Copy your unique sharing link and share with an unlimited amount of people across email, social media, websites, online profiles and institutional repositories.

Share research responsibly: Download our [Article Sharing Guidelines PDF](#) or read our [Article Sharing Policy](#).



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Discover how sharing can be simple and seamless and enhance scholarly collaboration.

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I want to share my work...	I have the...				
	Submitted Version	Accepted Version	Wiley Sharing Link	Final Article (Version of Record) Subscription Article	Final Article (Version of Record) Gold Open Access
 On a website • Personal website • Company or institutional repository • Not-for-profit subject repository	Can share at any time	Deposit subject to embargo listed on copyright transfer agreement	Can share at any time	Private research groups only	Can share at any time as long as Creative Commons license is observed and remains in place
 On a Scholarly Collaboration Network that has signed the STM sharing principles	Can share at any time	Private research groups until embargo passes, then can be publicly posted	Can share at any time	Private research groups only	
 On a Scholarly Collaboration Network that has not signed the STM sharing principles	Cannot be shared on these platforms except for agreement by Wiley				
 On a blog	Can share at any time	Cannot be shared	Can share at any time	Cannot be shared	
 In an email to colleagues	Can share at any time				
 Social media	Can share at any time	Cannot be shared	Can share at any time	Cannot be shared	
 In education • Teaching • Thesis or doctorate submission	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet		Can share at any time	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet	
 At a conference	Can share in the form of a presentation or poster		Can share at any time	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet	
 In a grant application	Can share at any time				





Planning for Success



5 Tips to Improve Your Article's Search Engine Optimization (SEO)

Over 50% of Wiley Online Library traffic comes from search engines. We work hard to ensure our site is fully optimized for SEO. You can also help optimize your article's searchability to help others to find, read, and ultimately cite your work

Create a search engine friendly title

Include 1-2 relevant keywords.
Keywords may be keyword phrases rather than just single words.
Keep it short and clear.
Instead of a longer title, consider moving a part of it to the start of your abstract.

Optimize your abstract

Place important findings and keywords in the first 2 sentences of your abstract.
Repeat your keywords 3-6 times.
Weave them in thoughtfully throughout the main points of your research.

Use keywords throughout your article

Include keywords in your title (1-2), abstract (2-3), and keyword fields (5-7).
Including keywords in your headings will also help search engines what your article is about and ensure it's targeting the right audience.

Let keywords flow naturally and contextually
Too much keyword repetition or 'keyword stuffing' can negatively impact SEO.

Use the most relevant keywords
What terms would others use to find work like yours? You can use tools like [Google Keyword Planner](#), Google Trends, or academic databases to help

Consistency is key

Keep author names and initials consistent throughout your paper
Be consistent with any previous online publications and academic profiles to ensure proper indexing.

Link building

Link to your article across your social media, networking, and institutional sites.
The more links from trusted sources, the better!
The quality and quantity of links to and from your article can enhance your ranking on search engines.



Example Abstract & Title Tips

Geo

Open Access
Geography and
Environment

Assessing the needs of older people in urban settings: integration of emotive, physiological and built environment data

Nigel Walford¹, Judith Phillips², Ann Hockey³ and Susan Pratt⁴

Design of the built environment for navigability and walkability is an increasingly important aspect of urban planning. This focus derives in part from increasing interest in lifestyles and behaviours, including level of physical activity and health outcomes. Geographical information systems and virtual realities are playing a significant role in advancing this agenda: examples exist of integrating qualitative data (words about or visual images of places) and quantitative data (numerical descriptions of places). However, there remain opportunities for exploring alternative ways of linking different types of data (physiological measurements, emotional response, street walkability and urban design quality) to address issues of urban planning and renewal. Using a case study approach this paper explores the application of geographic information science and systems to participatory approaches in built environment planning with the aim of exploring older people's response to an unfamiliar urban environment. It examines different ways of combining temporally and spatial referenced qualitative and quantitative data. The participants in the study were a group of 44 older people (60+) from Swansea, Wales, who viewed a filmed walking route around Colchester, England. While viewing the film they gave an oral commentary and physiological readings were made, which have been integrated with primary data collected on the built environment along the walking route. Proximity and inverse distance weighting approaches for combining these datasets produce complementary results in respect of older people's physiological and emotive response to variation in the walkability and design quality of a walking route through an unfamiliar town centre. The results reveal participants experienced an elevated average heart rate close to Colchester Town railway station and expressed a comparatively negative emotional response to this location. Conversely participants experienced lower average heart rate, indicating reduced stress, in Brook Street where the overall Urban Design Quality score was relatively low.

Simple, clear title

When including keywords, ensure your writing still flows naturally

Using consistent, specific, and relevant keywords throughout the abstract

- 10 to 20 substantial word limit. Keep it short & descriptive
- Include 1-2 keywords in your title
- Devise a phrase or ask a question
- Make a positive impression of the article
- Use current terminology in your field of study
- Stimulate reader interest



Wiley Online Library

<https://onlinelibrary.wiley.com/doi/full/10.1111/jjns>

Safety concerns with human papilloma virus immunization ...

by Y Yaju · 2019 · Cited by 7 — Based on our analysis using data from the Nagoya City surveillance survey, a possible association between HPV vaccination and distinct symptoms ...
[Abstract](#) · [INTRODUCTION](#) · [METHODS](#) · [DISCUSSION](#)



National Institutes of Health (.gov)

<https://pubmed.ncbi.nlm.nih.gov/...>

Letter to the editor: Safety concerns with human papilloma ...

by S Suzuki · 2019 · Cited by 3 — Letter to the editor: Safety concerns with human papilloma virus immunization in Japan: Analysis and evaluation of Nagoya City's surveillance data...



Wiley Online Library

<https://onlinelibrary.wiley.com/doi/abs/10.1111/jjns>

Safety concerns with human papilloma virus immunization ...

by Y Yaju · 2019 · Cited by 7 — Safety concerns with human papilloma virus immunization in Japan: Analysis and evaluation of Nagoya City's surveillance data for adverse events.



小石川柳町クリニック

<https://koishikawa-cl.com/pdf>



Graphical Abstracts and Infographics

Looking to promote your work visually, or at a conference?

Our Wiley Editing Services create professional content that's perfect for sharing when you promote your publication. Transform your research findings into high-impact, engaging content, such as:

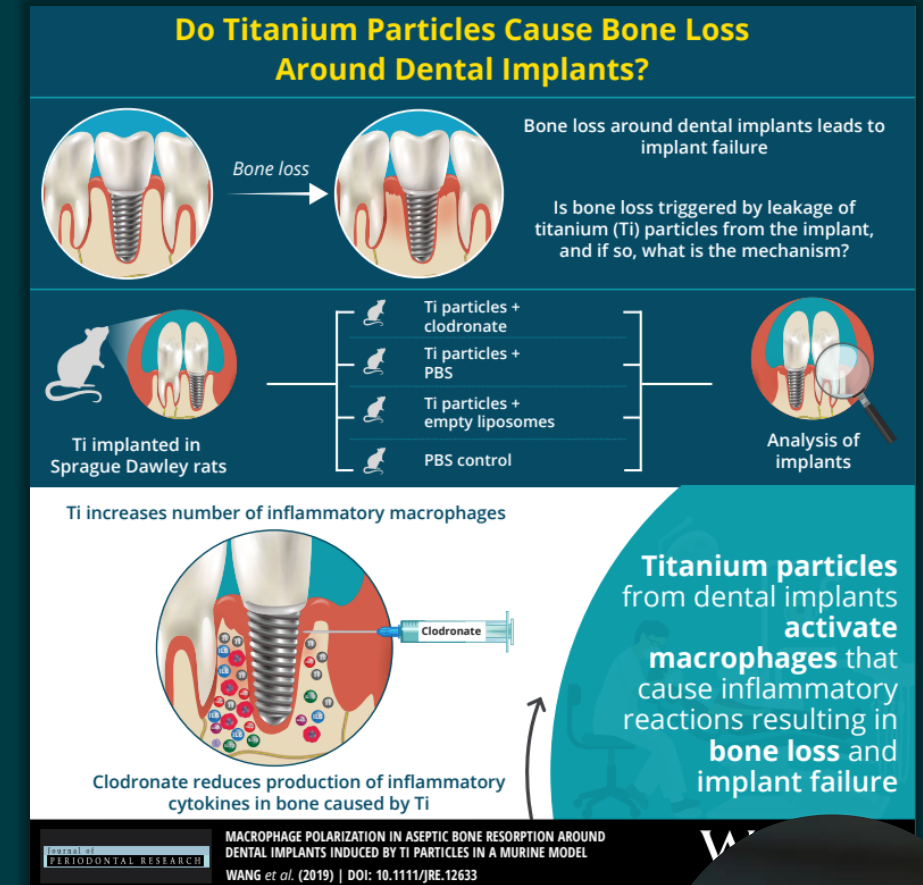
Video shorts or video abstracts | Conference posters | Cover images | Infographics | Lay summaries | Research news stories

Benefits:

- Summarize your article in a visually engaging format.
- Make your work accessible and understandable to a wider audience.

"I was looking for a more popular way of disseminating our research. Videos are important to reach a larger global audience. The service provided was excellent and we were so happy with the end result. It really captured what we wanted to convey in a simple and attractive way and the video has been very well received. It was fast, excellent quality, intelligent messaging and professional."

- Mirjam van Reisen, Belgium, Professor of FAIR Data Science, Leiden University Medical Centre



Infographic example

Visit Wiley Editing Services to place an order



Social Media Platforms

With the variety of different platforms available to researchers to promote their work, you aren't expected to be active on every site – instead, choose one or two to focus your efforts on. Here are the types of audiences you would typically find on:



ResearchGate

Authors,
researchers



LinkedIn

Job seekers, recruiters,
professionals, thought leaders



X (Twitter)

General public,
companies



YouTube

Content creators, general
public, companies



Wechat

General public,
companies

Work

Work/Play



TikTok

Companies, content creators, general public



Instagram



Facebook

Companies, communities, general public

Play



Examples – How Researchers are Using Social Media

Create a discussion and find opportunities to connect and collaborate with peers within your research field

**Sandeep Jaiswal**
asked a question related to Social Science

How can science be used to completely eradicate poverty, disease and hunger on earth?

Question 9 answers 21 Nov 2024

Background Summary:
Poverty, disease, and hunger remain among the most persistent and devastating challenges facing humanity. Despite significant advancements in science, technology, and medicine, these issues continue to affect billions worldwide, hindering progress and well-being for millions. What if science could be harnessed not just to mitigate these issues but to eradicate them entirely?

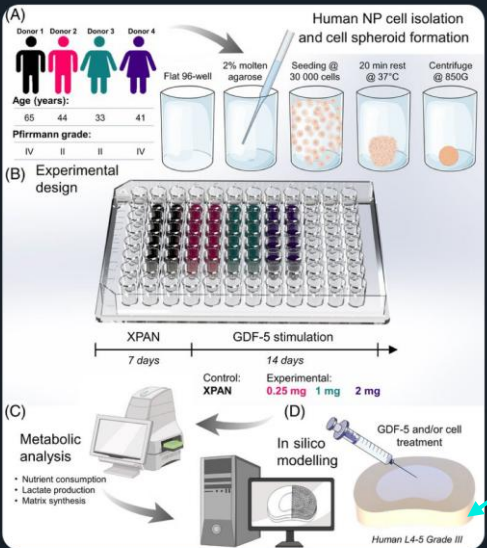
Recent breakthroughs in various fields—such as biotechnology, renewable energy, artificial intelligence, and social sciences—offer unprecedented opportunities to tackle the root causes of poverty, hunger, and disease in innovative ways. Can we leverage these advancements to design systems of resource distribution, healthcare, and education that are sustainable and equitable for all? Can biotechnology revolutionize food production and health solutions, while AI and data analytics create efficient, scalable models for poverty reduction?

Relevant answer
**Merlin Balamurugan** · 24 Nov 2024
Answer
That is true. Science provides the foundation, but it is up to humanity to take the next step forward.

[View](#) 45 Recommendations

Asking community questions (ResearchGate)

**Carolyn Chlebek, PhD** @carolyn_chlebek · 18h
Interested in growth differentiation factor 5 and its affect on human nucleus pulposus cells? Check out recent work from @BuckleyLabTCD published in @JorSpine: buff.ly/4gfZFUX #ORSSMC





Tag/@mention institutions, your publisher, journal, and colleagues to spread your message!

Include visuals/graphics to add context and interest to your post.

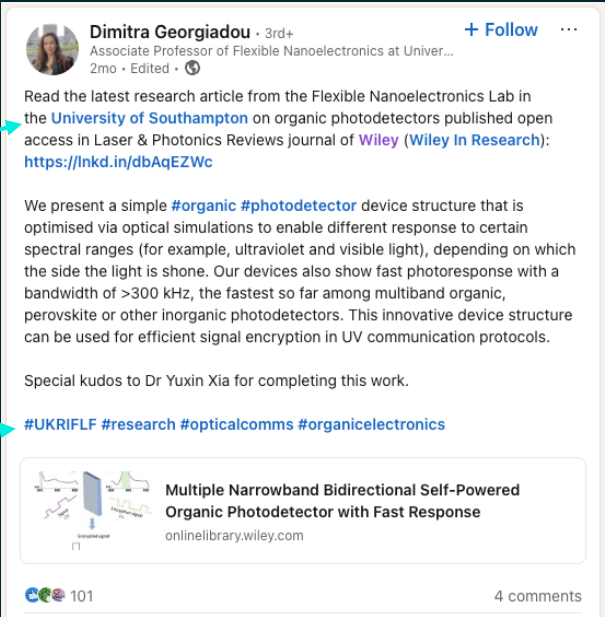
Sharing new articles (X)



Examples – How Researchers are Using Social Media

Tag/@mention institutions, your publisher, journal, and colleagues to spread your message!

Include relevant #tags to increase the reach of your post



Sharing new articles
(LinkedIn)



Career updates
(X)

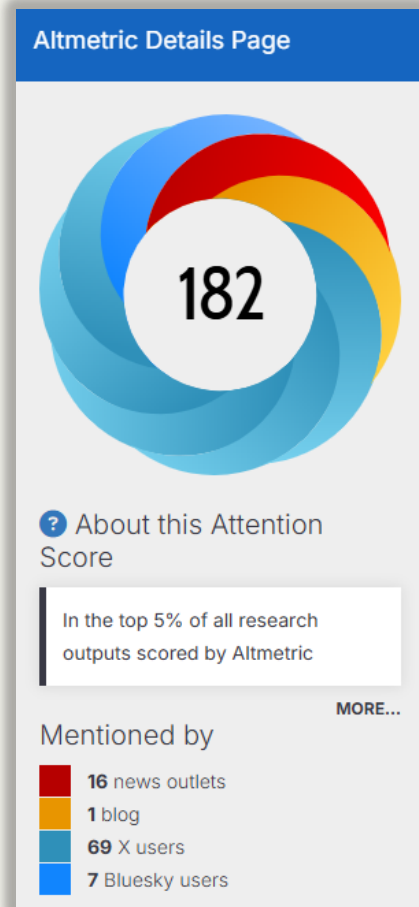
Share good news with your network (or ask your institutions to)

Include visuals/graphics to add context and interest to your post.



Maximising Open Access Content

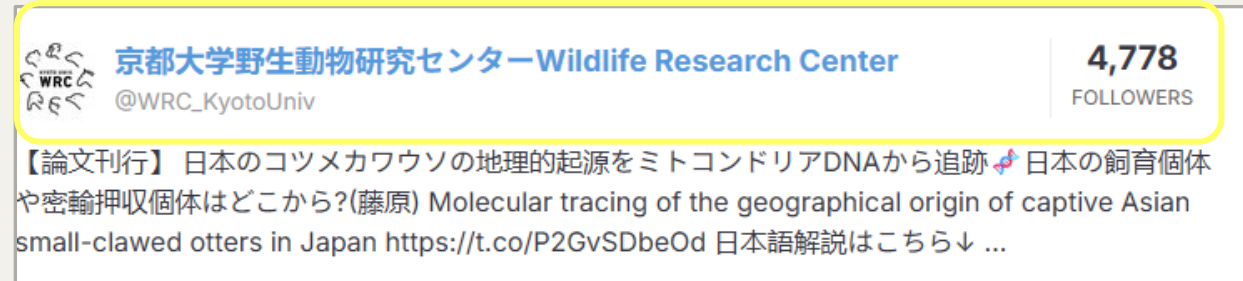
Fujihara, M., Suzuki, A., Klinsawat, W., Chutipong, W., Sarabian, C., Sigaud, M., Gris, V., & Inoue-Murayama, M. (2025). Molecular tracing of the geographical origin of captive Asian small-clawed otters in Japan. *Conservation Science and Practice*, 7(4), e70010. <https://doi.org/10.1111/csp2.70010>



Picked up by French, and English news outlets with geographic engagement mostly in Japan (China, Thailand)

Retweets of the WRC account (plus others) led to up to **139,060** impressions on X.

No. of full-text views of this article: **1,688**



Maximising Open Access Content

University library devised a campaign of social media campaigns to **promote public engagement** with **OA content** (institutional repository)

Activities

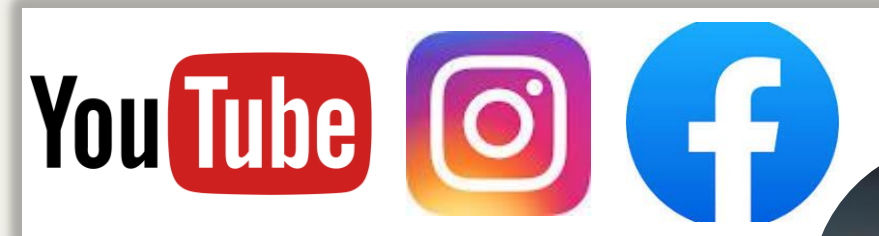
- Used **library-managed** social media/blogs/newsletters
- Identified **opportunities to promote** selected research topics: *#World Malaria Day*; *#Dementia Awareness Month*
- Highlighted related **OA** articles by **Griffin researchers**
- **Collaborated** with researchers to identify '**best**' research outputs and **keywords for promotion**

Outcomes

- Increased engagement
- Featured articles were accessed ~500 times
- **@GriffithLibrary** account received 16.8k "impressions"

Challenges

- Resourcing requirements
- Research expertise



Navigating social media platforms

Your one stop shop for all things social

	 X (formerly Twitter)	 Instagram	 Threads	 TikTok	 Bluesky	 LinkedIn	 Facebook
Use cases	1 Share your research updates. 2 Keep up with academic news. 3 Network and engage with other researchers and institutions.	1 Share visual storytelling of your research projects. 2 Show the behind-the-scenes work. 3 Celebrate events and conferences.	1 Join real-time research conversation. 2 Share updates and seek feedback. 3 Network with other researchers.	1 Make your findings more accessible. 2 Share quick research tips. 3 Engage with a younger audience.	1 Share research papers & findings. 2 Engage in academic discussions. 3 Build a professional network.	1 Publish articles. 2 Network with academics & make new connections. 3 Share career achievements.	1 Create research groups. 2 Share detailed research updates. 3 Engage with a broader audience.
Time commitment for posts	 5 mins	 10-30 mins	 5-10 mins	 30-45+ mins	 5 mins	 5-10 mins (more for articles)	 5-10 mins
Best practices for posting	• Short and snappy copy. • Professional but friendly tone. • Add imagery or media to boost engagement.	• Brief, engaging, informal copy. • Use high-quality visuals and use different formats.	• More detailed and informative copy. • Professional yet accessible tone. • Focus on text rather than imagery, but use links.	• Super short & catchy captions. • Fun & upbeat tone. • Keep videos to 15-60 seconds.	Similar to Threads.	• Longer posts with a more professional tone. • Use professional photos, infographics, links, charts from research, etc.	• Varied post length. • Informal tone. • Use imagery and experiment with live videos, group discussions, and more.
Challenges	The 280-character limit can make it harder to convey more complex ideas. 	Instagram regularly changes the algorithm which can affect your post's visibility. 	A relatively new platform, so the reach may be limited compared to other platforms. 	Content needs to be engaging within the first few seconds and it can be difficult to keep up with trends. 	Similar to Threads. 	Effectively creating a new profile can take time & building a network takes longer than other platforms. 	Research-related posts might get less engagement compared to more attention-grabbing or personal content. 
Benefits	Quickly engage with your community by following relevant hashtags & joining real-time conversations.	Stories make it easy to share quick updates and behind-the-scenes content, along with more "polished" posts.	It's easy to be consistent by regularly posting short updates & engaging with your academic community.	Your research will reach a more diverse audience quickly by simplifying complex ideas into short, engaging videos.	Similar to Threads, but with a wider age range.	Share a mixture of in-depth articles & short posts on the platform, with a much more targeted audience than other platforms.	It's a low-pressure online environment, your posts can be much more casual while tapping into relevant networks.
Make the most of the features	1 Use hashtags to quickly find relevant conversations in your field. 2 Organize contacts into lists to follow key updates. 3 Run polls to get quick insights.   	1 Use carousels to show stages of your research. 2 Use lives & story Q & As to engage with followers. 3 Save important stories permanently as highlights on your profile.   	1 Run polls to gather feedback and engagement. 2 Create & subscribe to feeds relevant to your area. 3 Use tags to categorize posts.   	1 Try turning the STEM feed on. 2 Experiment with duets & stitches to collaborate or respond to new findings. 3 Make the most of trending sounds to boost post visibility.   	1 Use custom feeds to tailor your content discovery. 2 Create & subscribe to feeds that are in line with your research. 3 Create a starter pack to make it easy to find relevant communities.   	1 Publish articles directly on the network to summarize findings. 2 Take courses on LinkedIn learning for your development. 3 Request and give recommendations and endorsements for skills.   	1 Join relevant research-focused groups to share your work with a targeted audience. 2 Create a dedicated page for your research project or lab. 3 Organize & promote academic events, webinars, and conferences.   



Maximize the impact of your published research!

9 promotional tools

to help ensure your work gets seen, read and cited.



SEO

- ✓ Are your article and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



Conferences

- ✓ Think about simple messages to promote your article at your next conference—whether networking with colleagues or presenting formally.



Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
- ✓ If sending a press release, wait until the article is published online, refer to the journal in the first paragraph, and link to the final published article on Wiley Online Library.



Networking

- ✓ If you run a blog, post about your article.
- ✓ Join academic social networking sites such as Mendeley and Academia.edu.



The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile
- ✓ Find a Wikipedia page on a related topic to your article and add a reference to your paper.



Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



Email

- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.
- ✓ Send a link to your article to fellow researchers, colleagues, and friends.



Article sharing

- ✓ Use Wiley Content Sharing and receive a unique sharing link to a full-text, read-only version of your article that can be shared with unlimited people.
- ✓ Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article or email a link to key colleagues.



Social Media

- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.



Thank You

jomorris@wiley.com

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PROPRIETARY & CONFIDENTIAL



今日の研究環境

オープンリサーチの進展は世界中で続いて
おり、論文にも影響を与えています



2014年から2024年までの論文、レビュー、会議論文の世界全体の総数

購読限定を含む、すべてのアクセスタイプが対象。



グローバルなオープンアクセスの潮流

世界の出版業界は絶えず進化しており、過去20年間でオープンアクセスへの移行が加速しています



共通の宣言に基づく



政策変更による後押し



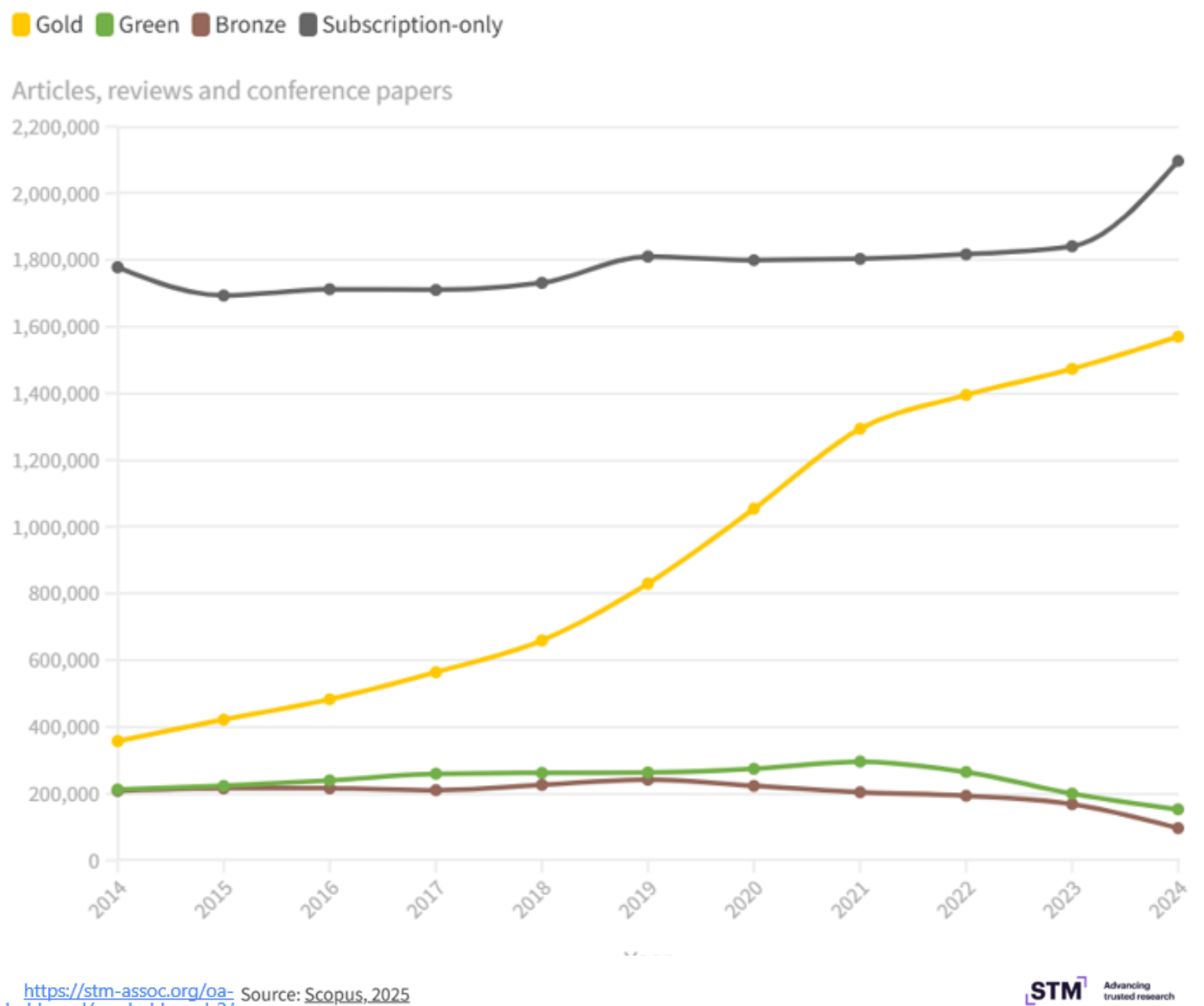
可視性の向上



研究者のニーズ



アクセスタイプ別の世界の学術出版、論文数



オープンアクセス出版：キーとなるデータ結果 (2026年5月時点)



3.5x Views

平均すると、オープンアクセス論文は非OA論文の3.5倍閲覧されました



1.3x Citations

平均すると、オープンアクセス論文は非OA論文より33%多く引用されました

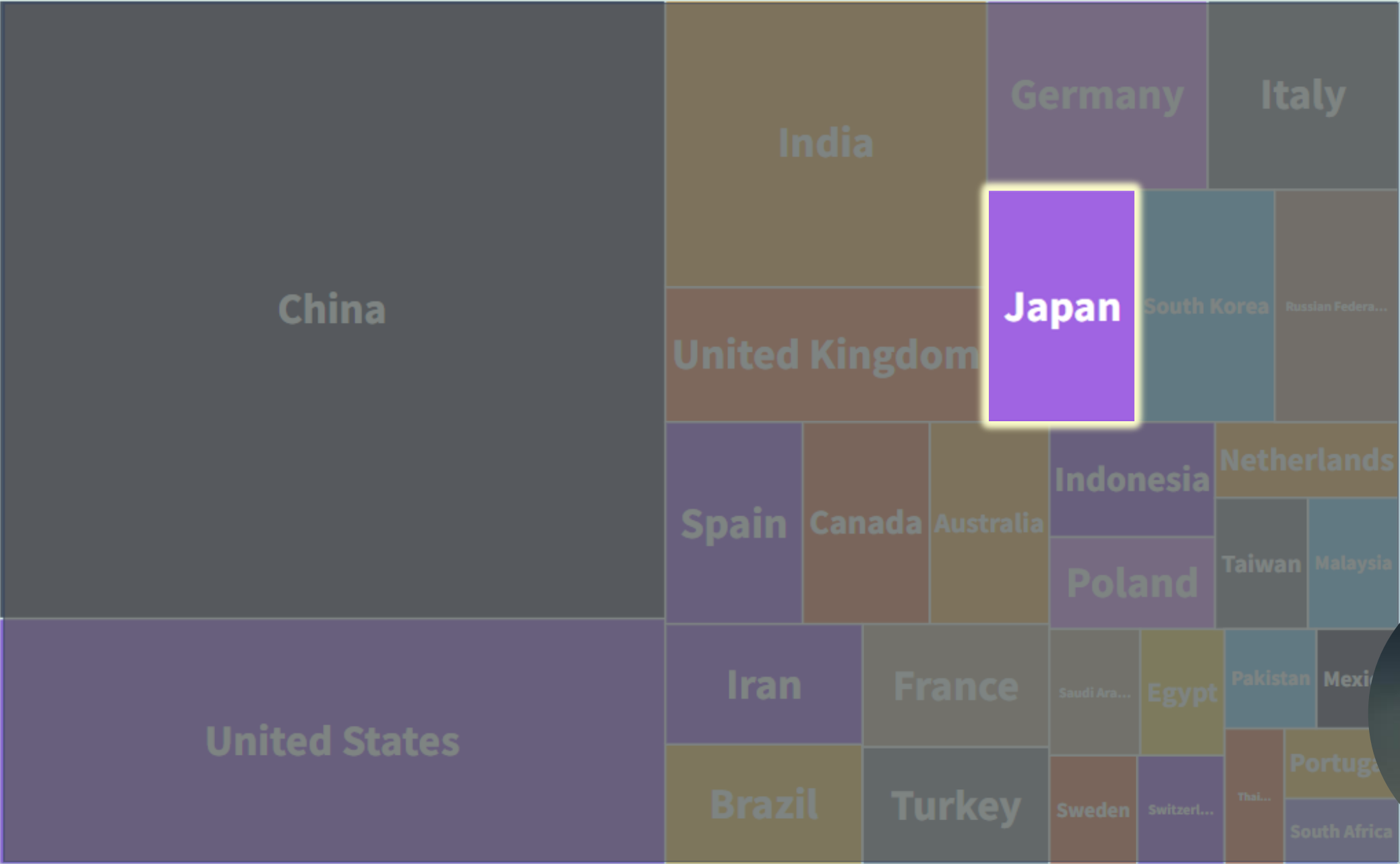


3.8x Altmetric Score

平均すると、オープンアクセス論文は非OA論文よりも約4倍のオルトメトリックスコアを獲得しました



Gold	Green	Bronze	Subscription-only	Total Articles
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2. 「マイ記事」から共有したい論文を見つけ、「記事を管理」をクリック
3. 「共有可能なリンクを取得」をクリック
4. 専用の共有リンクをコピーし、メール、SNS、ウェブサイト、オンラインプロフィール、機関リポジトリを通じて無制限の人数と共有できます。

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I want to share my work...	I have the...				
	Submitted Version	Accepted Version	Wiley Sharing Link	Final Article (Version of Record) Subscription Article	Final Article (Version of Record) Gold Open Access
 On a website • Personal website • Company or institutional repository • Not-for-profit subject repository	Can share at any time	Deposit subject to embargo listed on copyright transfer agreement	Can share at any time	Private research groups only	Can share at any time as long as Creative Commons license is observed and remains in place
 On a Scholarly Collaboration Network that has signed the STM sharing principles	Can share at any time	Private research groups until embargo passes, then can be publicly posted	Can share at any time	Private research groups only	
 On a Scholarly Collaboration Network that has not signed the STM sharing principles	Cannot be shared on these platforms except for agreement by Wiley				
 On a blog	Can share at any time	Cannot be shared	Can share at any time	Cannot be shared	
 In an email to colleagues	Can share at any time				
 Social media	Can share at any time	Cannot be shared	Can share at any time	Cannot be shared	
 In education • Teaching • Thesis or doctorate submission	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet		Can share at any time	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet	
 At a conference	Can share in the form of a presentation or poster		Can share at any time	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet	
 In a grant application	Can share at any time				





成功するためのプランニング



論文の検索エンジン最適化(SEO)を改善する5つのヒント

Wiley Online Libraryへのアクセスの50%以上は検索エンジン経由です。当社はサイトがSEOに完全に最適化されるよう努めています。あなたも論文の検索性を高めることで、他の人が論文を見つけ、読み、そして引用する助けとなります

検索エンジンに適したタイトルを作成する

関連するキーワードを1~2個含める。
キーワードは単語単体ではなくフレーズでも構いません。
短く明確にする。
長いタイトルにする代わりに、その一部を抄録の冒頭に移すことを検討する。

抄録を最適化する

抄録の最初の2文に重要な結果とキーワードを配置する。
キーワードを3~6回繰り返す。
研究の要点全体に自然に織り交ぜる。

論文全体にキーワードを使用する

タイトル(1~2個)、抄録(2~3個)、キーワード欄(5~7個)にキーワードを含める。
見出しにキーワードを含めることも、検索エンジンが論文の内容を理解し、適切な読者層に届く助けとなります。

キーワードを自然に文脈に沿って織り込む
キーワードの繰り返しすぎ、いわゆる「キーワードの詰め込み」はSEOに悪影響を及ぼすことがあります。

一貫性が重要

論文全体で著者名とイニシャルの表記を統一する
過去のオンライン出版物や研究者プロフィールとの一貫性を保ち、適切に索引付けされるようにする。

リンク構築

SNSやネットワーキング、所属機関のサイトなどで自分の論文にリンクを貼る。
信頼できる情報源からのリンクが多いほど良い！
論文への被リンクの質と量は、検索エンジンでの順位向上に役立ちます。

最も関連性の高いキーワードを使用する
あなたの論文のような研究を見つけるために、他の人はどのような言葉を使うでしょうか？
例えば [Google キーワードプランナー](#)、[Googleトレンド](#)、[学術データベース](#)などのツールが役立ちます



抄録とタイトルの例とヒント

Geo

Open Access
Geography and
Environment

Assessing the needs of older people in urban settings: integration of emotive, physiological and built environment data

Nigel Walford¹, Judith Phillips², Ann Hockey³ and Susan Pratt⁴

Design of the built environment for navigability and walkability is an increasingly important aspect of urban planning. This focus derives in part from increasing interest in lifestyles and behaviours, including level of physical activity and health outcomes. Geographical information systems and virtual realities are playing a significant role in advancing this agenda: examples exist of integrating qualitative data (words about or visual images of places) and quantitative data (numerical descriptions of places). However, there remain opportunities for exploring alternative ways of linking different types of data (physiological measurements, emotional response, street walkability and urban design quality) to address issues of urban planning and renewal. Using a case study approach this paper explores the application of geographic information science and systems to participatory approaches in built environment planning with the aim of exploring older people's response to an unfamiliar urban environment. It examines different ways of combining temporally and spatial referenced qualitative and quantitative data. The participants in the study were a group of 44 older people (60+) from Swansea, Wales, who viewed a filmed walking route around Colchester, England. While viewing the film they gave an oral commentary and physiological readings were made, which have been integrated with primary data collected on the built environment along the walking route. Proximity and inverse distance weighting approaches for combining these datasets produce complementary results in respect of older people's physiological and emotive response to variation in the walkability and design quality of a walking route through an unfamiliar town centre. The results reveal participants experienced an elevated average heart rate close to Colchester Town railway station and expressed a comparatively negative emotional response to this location. Conversely participants experienced lower average heart rate, indicating reduced stress, in Brook Street where the overall Urban Design Quality score was relatively low.

シンプルで分かりやすいタイトル

キーワードを含めながらも、文章が自然に流れるようにする

抄録全体を通して一貫性があり、具体的で関連性の高いキーワードを使用する

- 10~20語程度に収める。短く説明的に。
- タイトルに1~2個のキーワードを含める
- フレーズを考えるか、問いかけの形にする
- 論文への好印象を与える
- 自分の研究分野で使われている最新の用語を使う
- 読者の興味を引く



Wiley Online Library

<https://onlinelibrary.wiley.com/doi/full/10.1111/jjns>

Safety concerns with human papilloma virus immunization ...

by Y Yaju · 2019 · Cited by 7 — Based on our analysis using data from the Nagoya City surveillance survey, a possible association between HPV vaccination and distinct symptoms ...
[Abstract](#) · [INTRODUCTION](#) · [METHODS](#) · [DISCUSSION](#)



National Institutes of Health (.gov)

<https://pubmed.ncbi.nlm.nih.gov/...>

Letter to the editor: Safety concerns with human papilloma ...

by S Suzuki · 2019 · Cited by 3 — Letter to the editor: Safety concerns with human papilloma virus immunization in Japan: Analysis and evaluation of Nagoya City's surveillance data...



Wiley Online Library

<https://onlinelibrary.wiley.com/doi/abs/10.1111/jjns>

Safety concerns with human papilloma virus immunization ...

by Y Yaju · 2019 · Cited by 7 — Safety concerns with human papilloma virus immunization in Japan: Analysis and evaluation of Nagoya City's surveillance data for adverse events.



小石川柳町クリニック

<https://koishikawa-cl.com/pdf>



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PROPRIETARY & CONFIDENTIAL

グラフィカルアブストラクトとインフォグラフィック

研究をビジュアルで、あるいは学会でPRしたいとお考えですか？

Wiley Editing Servicesは、論文をPRする際にぴったりのプロフェッショナルなコンテンツを制作します。研究成果を、以下のようなインパクトのある魅力的なコンテンツへと変換します：

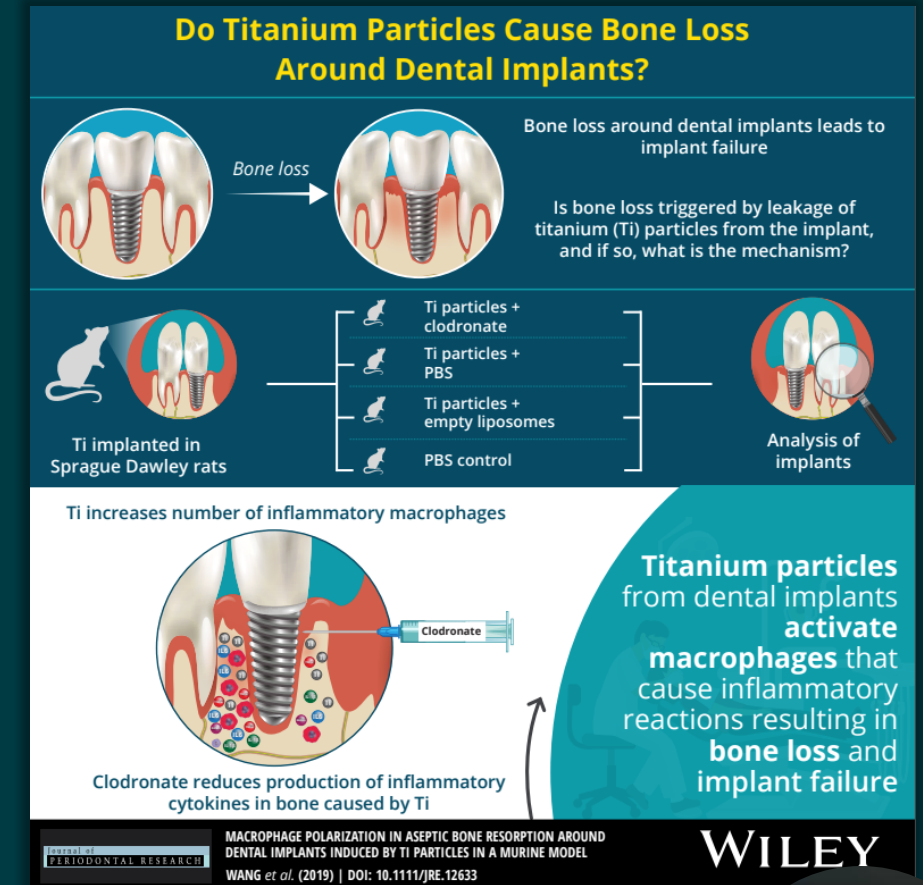
動画ショートや動画アブストラクト | 学会ポスター | カバー画像 |
インフォグラフィック | 平易な要約 | 研究ニュース記事

メリット：

- 論文を視覚的に魅力的な形式で要約できます。
- 研究をより幅広い読者にとって分かりやすく、アクセスしやすいものにできます。

「私たちの研究をより広く発信する、より一般向けの方法を探していました。より多くの世界中の読者に届けるには動画が重要です。提供されたサービスは素晴らしく、仕上がりにとっても満足しています。伝えたかったことをシンプルかつ魅力的な形で見事に表現してくれ、動画は大変好評でした。スピーディーで質が高く、メッセージも的確でプロフェッショナルでした。」

- ミルヤム・ファン・ライセン氏、ベルギー、ライデン大学医療センター FAIRデータサイエンス教授



インフォグラフィックの例
詳しくはWiley Editing Servicesへ



ソーシャルメディアプラットフォーム

研究者が自分の研究をPRするために利用できるプラットフォームは多岐にわたりますが、すべてのサイトで積極的に活動する必要はありません。1つか2つに絞って注力しましょう。以下は、各プラットフォームで主に見られるユーザー層です:



ResearchGate

著者、研究者



LinkedIn

求職者、採用担当者、専門家、
有識者



X (Twitter)

一般の人々、
企業



YouTube

コンテンツクリエイター、
一般の人々、企業



WeChat

一般の人々、企業

仕事

仕事/娯楽



TikTok

企業、コンテンツクリエイター、一般の人々



Instagram



Facebook

企業、コミュニティ、一般の人々

娯楽



事例紹介 – 研究者によるソーシャルメディア活用法

ディスカッションを始め、同分野の仲間とつながり、協力する機会を見つけましょう

**Sandeep Jaiswal**
asked a question related to Social Science

How can science be used to completely eradicate poverty, disease and hunger on earth?

Question 9 answers 21 Nov 2024

Background Summary:

Poverty, disease, and hunger remain among the most persistent and devastating challenges facing humanity. Despite significant advancements in science, technology, and medicine, these issues continue to affect billions worldwide, hindering progress and well-being for millions. What if science could be harnessed not just to mitigate these issues but to eradicate them entirely?

Recent breakthroughs in various fields—such as biotechnology, renewable energy, artificial intelligence, and social sciences—offer unprecedented opportunities to tackle the root causes of poverty, hunger, and disease in innovative ways. Can we leverage these advancements to design systems of resource distribution, healthcare, and education that are sustainable and equitable for all? Can biotechnology revolutionize food production and health solutions, while AI and data analytics create efficient, scalable models for poverty reduction?

Relevant answer

**Merlin Balamurugan** · 24 Nov 2024

Answer

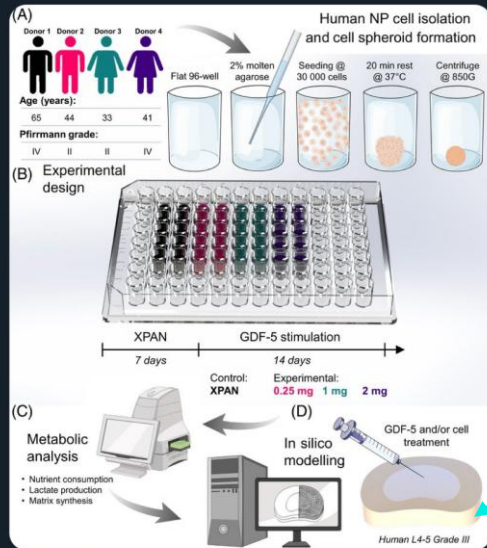
That is true. Science provides the foundation, but it is up to humanity to take the next step forward.

[View](#) 45 Recommendations

コミュニティへの質問
(ResearchGate)

**Carolyn Chlebek, PhD** @carolyn_chlebek · 18h

Interested in growth differentiation factor 5 and its affect on human nucleus pulposus cells? Check out recent work from @BuckleyLabTCD published in @JorSpine: buff.ly/4gfZFUX #ORSSMC



1 5 271

タグ/@メンションを使って、所属機関、出版社、ジャーナル、同僚にメッセージを広めましょう！

ビジュアル/グラフィックを投稿に加えて、文脈と関心を持たせましょう。

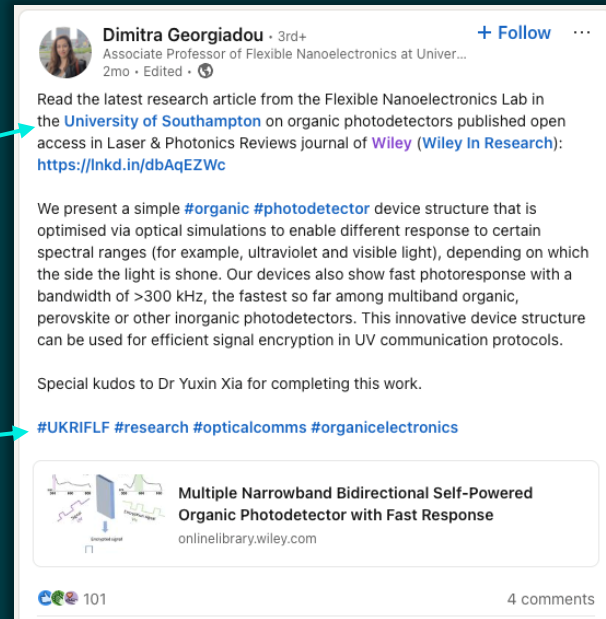


新しい論文の共有(X)

事例紹介 – 研究者によるソーシャルメディア活用法

タグ/@メンションを使って、所属機関、出版社、ジャーナル、同僚にメッセージを広めましょう!

関連する#タグを付けて投稿のリーチを広げましょう



新しい論文の共有
(LinkedIn)



良いニュースをネットワークと共有しましょう(所属機関に依頼するのも良いでしょう)

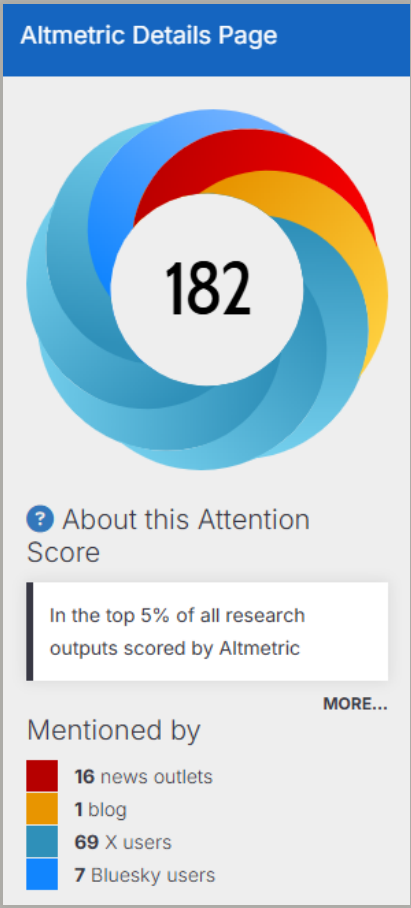
ビジュアル/グラフィックを投稿に加えて、文脈と関心を持たせましょう。



キャリアの近況
報告(X)

オープンアクセスコンテンツを最大限に活用する

Fujihara, M., Suzuki, A., Klinsawat, W., Chutipong, W., Sarabian, C., Sigaud, M., Gris, V., & Inoue-Murayama, M. (2025). Molecular tracing of the geographical origin of captive Asian small-clawed otters in Japan. *Conservation Science and Practice*, 7(4), e70010.
<https://doi.org/10.1111/csp2.70010>



フランスおよび英語圏のメディアで取り上げられ、地理的なエンゲージメントは主に日本(中国、タイ)に見られました

WRCアカウント(他アカウントを含む)によるリツイートにより、Xでのインプレッション数は最大**139,060**件に達しましたX。

論文の全文閲覧数: **1,688**



**京都大学野生動物研究センターWildlife Research Center**
@WRC_KyotoUniv

4,778
FOLLOWERS

【論文刊行】日本のコツメカワウソの地理的起源をミトコンドリアDNAから追跡 🇯🇵 日本の飼育個体や密輸押収個体はどこから?(藤原) Molecular tracing of the geographical origin of captive Asian small-clawed otters in Japan <https://t.co/P2GvSDbeOd> 日本語解説はこちら↓ ...

**"PITCH BLACK"**
@KICKIN_atp

RT @WRC_KyotoUniv: 【論文刊行】日本のコツメカワウソの地理的起源をミトコンドリアDNAから追跡 🇯🇵 日本の飼育個体や密輸押収個体はどこから?

**が い**
@shitake_reverse

RT @WRC_KyotoUniv: 【論文刊行】日本のコツメカワウソの地理的起源をミトコンドリアDNAから追跡 🇯🇵 日本の飼育個体や密輸押収個体はどこから?

**ゆっきいと一緒!**
@yukina_vism

RT @WRC_KyotoUniv: 【論文刊行】日本のコツメカワウソの地理的起源をミトコンドリアDNAから追跡 🇯🇵 日本の飼育個体や密輸押収個体はどこから? origin of captive...

オープンアクセスコンテンツを最大限に活用する

ある大学図書館は、ソーシャルメディアキャンペーンを展開し、**OAコンテンツ(機関リポジトリ)**への**一般の関心**を高めることを目指しました

取り組み内容

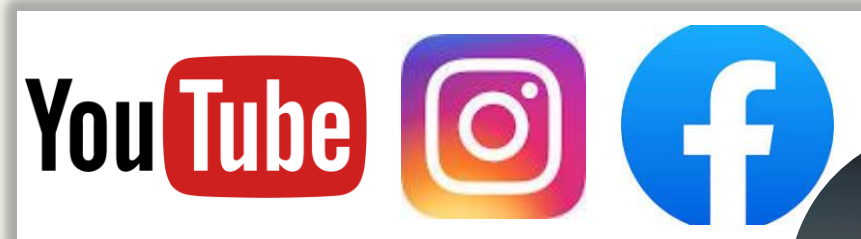
- 活用: **図書館が運営する SNS・ブログ・ニュースレター**
- 特定: **PRする機会を見出した** 特定の研究テーマ: #世界マラリアデー、#認知症啓発月間
- 関連する **OA** 論文を紹介: **グリフィス大学の研究者による**
- **連携し**、研究者と協力して「最適な」研究成果と **PR用のキーワード**を特定

成果

- エンゲージメントの向上
- 特集記事は約500回アクセスされた
- **@GriffithLibrary** アカウントは16.8千件の「インプレッション」を獲得

課題

- 必要なリソースの確保
- 研究に関する専門知識



ソーシャルメディアプラットフォームの活用法

ソーシャル関連情報はすべてここに集約

	 X (formerly Twitter)	 Instagram	 Threads	 TikTok	 Bluesky	 LinkedIn	 Facebook
Use cases	1 Share your research updates. 2 Keep up with academic news. 3 Network and engage with other researchers and institutions.	1 Share visual storytelling of your research projects. 2 Show the behind-the-scenes work. 3 Celebrate events and conferences.	1 Join real-time research conversation. 2 Share updates and seek feedback. 3 Network with other researchers.	1 Make your findings more accessible. 2 Share quick research tips. 3 Engage with a younger audience.	1 Share research papers & findings. 2 Engage in academic discussions. 3 Build a professional network.	1 Publish articles. 2 Network with academics & make new connections. 3 Share career achievements.	1 Create research groups. 2 Share detailed research updates. 3 Engage with a broader audience.
Time commitment for posts	 5 mins	 10-30 mins	 5-10 mins	 30-45+ mins	 5 mins	 5-10 mins (more for articles)	 5-10 mins
Best practices for posting	• Short and snappy copy. • Professional but friendly tone. • Add imagery or media to boost engagement.	• Brief, engaging, informal copy. • Use high-quality visuals and use different formats.	• More detailed and informative copy. • Professional yet accessible tone. • Focus on text rather than imagery, but use links.	• Super short & catchy captions. • Fun & upbeat tone. • Keep videos to 15-60 seconds.	Similar to Threads.	• Longer posts with a more professional tone. • Use professional photos, infographics, links, charts from research, etc.	• Varied post length. • Informal tone. • Use imagery and experiment with live videos, group discussions, and more.
Challenges	The 280-character limit can make it harder to convey more complex ideas. 	Instagram regularly changes the algorithm which can affect your post's visibility. 	A relatively new platform, so the reach may be limited compared to other platforms. 	Content needs to be engaging within the first few seconds and it can be difficult to keep up with trends. 	Similar to Threads. 	Effectively creating a new profile can take time & building a network takes longer than other platforms. 	Research-related posts might get less engagement compared to more attention-grabbing or personal content. 
Benefits	Quickly engage with your community by following relevant hashtags & joining real-time conversations.	Stories make it easy to share quick updates and behind-the-scenes content, along with more "polished" posts.	It's easy to be consistent by regularly posting short updates & engaging with your academic community.	Your research will reach a more diverse audience quickly by simplifying complex ideas into short, engaging videos.	Similar to Threads, but with a wider age range.	Share a mixture of in-depth articles & short posts on the platform, with a much more targeted audience than other platforms.	It's a low-pressure online environment, your posts can be much more casual while tapping into relevant networks.
Make the most of the features	1 Use hashtags to quickly find relevant conversations in your field. 2 Organize contacts into lists to follow key updates. 3 Run polls to get quick insights.   	1 Use carousels to show stages of your research. 2 Use lives & story Q & As to engage with followers. 3 Save important stories permanently as highlights on your profile.   	1 Run polls to gather feedback and engagement. 2 Create & subscribe to feeds relevant to your area. 3 Use tags to categorize posts.   	1 Try turning the STEM feed on. 2 Experiment with duets & stitches to collaborate or respond to new findings. 3 Make the most of trending sounds to boost post visibility.   	1 Use custom feeds to tailor your content discovery. 2 Create & subscribe to feeds that are in line with your research. 3 Create a starter pack to make it easy to find relevant communities.   	1 Publish articles directly on the network to summarize findings. 2 Take courses on LinkedIn learning for your development. 3 Request and give recommendations and endorsements for skills.   	1 Join relevant research-focused groups to share your work with a targeted audience. 2 Create a dedicated page for your research project or lab. 3 Organize & promote academic events, webinars, and conferences.   



Maximize the impact of your published research!

9 promotional tools

to help ensure your work gets seen, read and cited.



SEO

- ✓ あなたの論文や抄録は明確で検索しやすいものになっていますか?最も関連性の高いキーワードを使用していますか?
- ✓ リンク構築などのオフページSEO戦略を活用して論文をPRしていますか?



学会

- ✓ 次の学会で論文をPRするためのシンプルなメッセージを考えてみましょう。同僚とのネットワーキングでも、正式な発表の場でも活用できます。



広報

- ✓ あなたの最新の研究はニュース性がありますか?地元の広報部門と共有しましたか?
- ✓ プレスリリースを送る際は、論文がオンラインで公開されてから行い、最初の段落でジャーナル名に言及し、Wiley Online Library上の最終公開版論文にリンクしましょう。



ネットワーキング

- ✓ ブログを運営している場合は、自分の論文について投稿しましょう。
- ✓ MendeleyやAcademia.eduなどの学術系SNSに参加しましょう。



ウェブ全般

- ✓ 所属学部や専門ウェブサイトに、自分の論文についての記事を追加しましょう。
- ✓ 自分専用のORCID iDを登録し、プロフィールに論文の詳細を追加しましょう
- ✓ 自分の論文に関連するトピックのWikipediaページを探し、自分の論文への参照を追加しましょう。



マルチメディア

- ✓ 潜在的な読者に直接語りかけ、論文の要点を伝える短い動画やポッドキャストを作成しましょう。詳細はWileyの担当者にお問い合わせください。



メール

- ✓ ジャーナルのコンテンツアラートに登録し、論文が正式にオンライン公開されたタイミングを把握しましょう。
- ✓ メール署名に論文へのリンクを追加しましょう。
- ✓ 論文へのリンクを研究仲間、同僚、友人に送りましょう。



論文の共有

- ✓ Wiley Content Sharingを利用し、無制限の人数と共有できる、論文全文の閲覧専用版への専用リンクを取得しましょう。
- ✓ Wiley Author Servicesを利用して、最大10名の同僚を無料アクセスに招待するか、主要な同僚にリンクをメールで送りましょう。



ソーシャルメディア

- ✓ 論文へのリンクをTwitter、LinkedIn、Facebookなどのソーシャルメディアで共有しましょう。
- ✓ 既存の学会・大学のソーシャルメディアアカウントを活用しましょう。



ありがとうございました

jomorris@wiley.com

SEPTEMBER 2026

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