

SOCIAL NETWORKING SITES AND RESEARCHER'S SUCCESS*

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Abstract

The purpose of this paper is twofold: to identify whether how the use of SNS may enhance the impact of the research and thus contribute to the academic success in terms of citations, and to gain a more comprehensive understanding of which SNS may have a positive relation to the academic citations. This study drew from the research on social networks, SNS and higher education; and empirical study results. Researcher's SNS use is positively correlated with the academic citations rate – the higher the scholars' presence in academic, professional, relationship, microblogging SNS, the higher scholarly success. This paper explores the association between a researcher's social media presence on fathomable SNS (ResearchGate, LinkedIn, Facebook, Twitter) and the level of citations – academic success.

Keywords: Academic success; Scholarly success; Researcher's success; Google citations rate; Academic citations; Scholarly communication; Social networking sites; Social media

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