Enhancing the Visibility and Impact of Your Research
Outline

• Establish Your Presence
• Enhance Discoverability
• Track Your Research
Establish Your Presence
Who Are You?

- Check your name in Scopus. Are there others with the same name?

- Use the same name variant consistently, including nicknames.

**Distinguish** yourself from others. **Uniqueness** of a name establishes a “presence” for an author.
Standardize Your Affiliation

• Use a standardized institutional affiliation and address, using no abbreviations.

“Washington University School of Medicine in St. Louis”

<table>
<thead>
<tr>
<th>Example 1</th>
<th>Example 2</th>
</tr>
</thead>
</table>
| Mae O. Gordon  
Department of Ophthalmology and Visual Sciences  
Washington University School of Medicine in St. Louis  
660 South Euclid Avenue  
Saint Louis, Missouri 63110  
United States of America | M. Gordon  
Dept. of Ophthal. and Vis. Sci.  
660 S. Euclid Ave.  
St. Louis, MO |

http://beckerguides.wustl.edu/authors/preparepub
Why Are Affiliation Variants an Issue?

Washington University School of Medicine, 4444 Forest Park Avenue, Campus Box XXXX, St. Louis, MO 63108, USA
Washington University School of Medicine, Campus Box XXXX, 660 S. Euclid Ave, St. Louis, MO, 63110, USA
Washington university School of Medicine, United States
Washington University School of Medicine at Barnes-Jewish Hospital, St. Louis, MO 63110, USA
Washington University School of Medicine, United States
Washington University School of Medicine, USA
Washington University in St. Louis, Missouri 63110, USA
Washington University School of Medicine, St. Louis, MO 63108
Washington University School of Medicine, St. Louis, MO 63110-1013, USA
Washington University School of Medicine, St. Louis, MO 63110, USA
Washington University School of Medicine in St. Louis, St. Louis, Missouri, USA
Washington University School of Medicine, Saint Louis, Missouri 63110, USA
School of Medicine, Washington University in St. Louis, MO 63110
Wash. Univ. Sch. Of Med. St. Louis, Missouri, USA
Wash. Univ. Sch. Of Med. St. Louis, MO
WU School of Medicine, St. Louis, MO
School of Med. Wash. U.
Online Profiles

• ORCiD
• Google Scholar
• LinkedIn
• Doximity
Free, persistent, unique digital identifier.

Distinguish yourself from other authors.

*Register for an ORCiD ID

Consider creating a profile

- Register (http://orcid.org/register) for an ORCiD identifier.
- Automatically add publications to the ORCiD profile from Scopus or Web of Science.

Used by:

elsevier

npg

PLOS

American Society for Microbiology

WEB OF SCIENCE™

Scopus

Altmetric

& more...
Consider creating a profile

- Take advantage of custom URL for your public profile.
- Add a photo.
- Join groups.
- Add publications.

Top reasons for usage reported by 2014 *Nature* survey:

1. People can contact me about my research.
2. Discover job opportunities.
3. Discover peers in my field.
Doximity

- Estimated 400,000 U.S. physicians.
- Medical students & clinically licensed healthcare professionals can also join.
- Members are verified.
- Members are surveyed for hospital and residency rankings.
- Member profiles are used for “Doctor Finder” tool (not ranked).

Consider creating a profile

- Profiles viewable and searchable by users.
- Add a photo.
- Add clinical specialties & interests.
- Upload CV or email cvupload@doximity.com.
- Include info about your presence on other platforms in profile.
Consider creating a profile

• Profiles viewable and searchable by users.
• Profile will appear when name is searched.
• Track new publications.
• Track citations to publications.
• Citation metric tools.
Present

- Professional conferences
- Meetings
- Department seminars
- Journal clubs
- Outreach events for the general public

Caveat:
Too many conference/meeting abstracts without follow-up peer-reviewed articles can raise a warning flag.
Participate

- Join professional organizations
- Participate in committees
- Volunteer for conference activities
- Teach CE courses
- Contribute to listservs
- Serve as a reviewer for a journal
- Build relationships with policy-makers and grant funding officials
Enhance Discoverability
Retain Rights to Your Work

- Expand readership
- Increase your impact
- Flexibility to reuse the work
- Enhance the visibility of your work

The right to reuse a work is as important as the content itself.
PubMed and Google

- Publish your work in a journal indexed by PubMed. Records in PubMed are crawled by Google and Google Scholar.
Titles of articles are peculiar things. You have to choose between the Scylla of a long, scientific title which gives the reader an overview of the entire paper, and the Charybdis of the short, eye-catching, but coy title which hides the subject behind something like "An interesting case," or "Dermatological clues," or "Please."

Let me give you a tip: put the subject under which you would like to see the article indexed in the title of your article. A good many very respectable indexing tools list articles from the titles alone, and not from the article itself. If you want to see your work listed under Langer's lines, you'd better have Langer's lines somewhere in the title.
Abstracts

• Include Medical Subject Headings (MeSH) terms AND natural language keywords in the abstract of your work.

• Repeat significant keywords or descriptive phrases in your abstract at least three times. Think about your target audience and keywords they are likely to use—not jargon.

• Include relevant unique identifiers or accession numbers (bioinformatics) linking to information on entities (genes, proteins, diseases, etc.) or structures deposited in public databases.

http://www.nlm.nih.gov/mesh/MeSHonDemand.html
Acknowledge Your Grant Support

Why?

- Required by funding agencies.
- Responsible Conduct of Research (RCR) practice.
- Demonstrate breadth and/or depth of funded research efforts.

NIH Funding Acknowledgement

The ICTS is a member of the national Clinical and Translational Science Award (CTSA) consortium and supported in part by award UL1TR000448 from the National Institutes of Health (NIH). The CTSA program is led by the NIH’s National Center for Advancing Translational Sciences (NCATS).

How to cite the ICTS in your publication

Use of any ICTS Core or service requires the following NIH Funding Acknowledgement for all publications and projects.

"Research reported in this publication was supported by the Washington University Institute of Clinical and Translational Sciences grant UL1TR000448 from the National Center for Advancing Translational Sciences (NCATS) of the National Institutes of Health (NIH). The content is solely the responsibility of the authors and does not necessarily represent the official view of the NIH."

ICTS Scholars and Trainees, please note: ICTS grant supported scholars and trainees should reference the applicable NIH sub award number noted below for their direct career development/training support.

- TL1TR000449 - ICTS Clinical Research Predoctoral Training Program
- KL2TR000450 - ICTS Multidisciplinary Clinical Research Career Development Program

Download this acknowledgment in a Microsoft Word document.

Questions may be directed to icts@dom.wustl.edu or 314.362.9829.
Use Plain Language

General Tips
• Use active voice.
• Simplify complicated words.
• Explain terms as they are used.
• Use present tense.

Becker Library
Health Literacy and Plain Language Review Service (free)

Review for clarity and literacy:
• Abstract section of a manuscript
• Consent forms
• Data collection instruments
• Website text for patients
• Handouts for patients

Send materials to Mychal Voorhees:
voorheesm@wusm.wustl.edu
Trade Publications

**Construction Fall Fatalities Can Be Prevented**

*Our new training curriculum for residential frame carpenters proved the skeptics wrong.*

By Bradley Evanoff, Vicki Kaskutas | Jan 01, 2013

**Why?**

Reaches a wider audience outside of academia:

- Clinicians
- Policy-makers
- Consumers
- Industry

Increase *awareness* of your research beyond academia.
Reduce Barriers to Your Research Outputs

• Save final, peer-reviewed manuscript versions of accepted articles.
  – Most journals allow authors to add the final, peer-reviewed manuscript version of a published article (post-print) to a repository or lab website.

• Options for sharing of other works include:
Blog About Your Research

• Start a blog and write about:
  – Research findings
  – Questions about your area of research
  – Comments on publications by other authors
  – Link to publications and meeting abstracts
  – Recap of conferences attended

Jonathan Peelle

Knowing your audience
April 16, 2015

Summary: Knowing your audience is critically important when communicating but often overlooked when preparing papers, talks, and grants. Here I offer general advice and specific examples of how we can better communicate by understanding who is on the receiving end. In short, meet your audience where they are and teach them something they care about.
Twitter

“Using Twitter you can share your research or disseminate your findings. It is also an effective way to share your publications or conference papers/posters.

Tip for Tweeting About Your Work:
Include DOI or link to your article and text explanation.

Top reasons for usage reported by 2014 Nature survey:
1. Following other discussions on research-related issues.
2. Post content related to my work.
3. Discover peers in my field of research.
4. Discover recommended research papers.
Videos/Podcasts

- Peer review content is not confined to text and figures.
- Partner with campus Public Affairs or the Library to create podcasts or YouTube videos describing your research.
Social media platforms such as Facebook, YouTube, Flickr, Twitter and many others offer unique opportunities to **connect and communicate** with people across the globe.

Contact the Office of Medical Public Affairs prior to launching any WUSM representation on social media initiatives.

---

Allison Braun – allison.braun@wustl.edu
Social Media Coordinator – Medical Public Affairs
Let people know about your successes.
Tracking Your Research
What to Document and Track?

• Publications
• Other Research Products
• Citations
• Alternative Metrics (Altmetrics)
• Outputs and Activities

Document and track all of your research efforts, not just publications.
## Document Your Outputs & Activities

<table>
<thead>
<tr>
<th>Academic/Professional Status</th>
<th>Data Set</th>
<th>Intellectual Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisory Council</td>
<td>Data and Research Material</td>
<td>Invention</td>
</tr>
<tr>
<td>Membership</td>
<td>Editor of a Special Journal Issue</td>
<td>Investigational New Drug (IND) Application</td>
</tr>
<tr>
<td>Algorithm</td>
<td>Editor-In-Chief of a Journal Funding Agency Council</td>
<td>Invited Article</td>
</tr>
<tr>
<td>Animal Research Protocol</td>
<td>Grant Awards: Current</td>
<td>Invited Book Editor</td>
</tr>
<tr>
<td>Audio or Video Product</td>
<td>Grant Awards: Dollar Amount (Total)</td>
<td>Invited Letter</td>
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<tr>
<td>Awards</td>
<td>Grant Awards: Key Personnel</td>
<td>Invited Presentation</td>
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<tr>
<td>Biological Material</td>
<td>Grant Awards: Principal Investigator</td>
<td>Invited Systematic Review</td>
</tr>
<tr>
<td>Book Editor</td>
<td>Grant Awards: Multiple-Principal Investigator</td>
<td>Journal Advisory Board</td>
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<tr>
<td>Book Reviewer</td>
<td>Grant Awards: Co-Investigator</td>
<td>Journal Articles (animal vs. human)</td>
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<tr>
<td>Book/Book Chapter</td>
<td>Grant Awards: Renewed</td>
<td>Journal Editor</td>
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<tr>
<td>Clinical Activity</td>
<td>Grant Awards: Submitted</td>
<td>Journal Reviewer</td>
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<tr>
<td>Clinical Guideline</td>
<td>Grant Awards: In Preparation</td>
<td>Laboratory Techniques or Methods</td>
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<tr>
<td>Clinical Research Protocol</td>
<td>Grant Awards: Under Review</td>
<td>License</td>
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<tr>
<td>Collaborations</td>
<td>Grant Awards: Funded</td>
<td>Material Transfer Agreement</td>
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<tr>
<td>Committee Activity</td>
<td>Grant Awards: Type of Award (federal, state, private, industry, foundation)</td>
<td>Medical Device</td>
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<tr>
<td>Community Advisory Board</td>
<td>Grant Reviewer</td>
<td>Membership and/or Service (elected or volunteer) in Professional Organizations</td>
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<tr>
<td>Community-Based Activity</td>
<td>Guideline Development</td>
<td>Membership to an Elected Society</td>
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<tr>
<td>Conference</td>
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<td>Mentoring Activity</td>
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<td>Proceedings/Meeting</td>
<td>Honorific Lectures</td>
<td>Methodology</td>
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<tr>
<td>Abstract</td>
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<td>Consultancy Effort</td>
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<td>Continuing Education</td>
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<td>Contributed Presentation</td>
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<td>Course Evaluation</td>
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<td>Curricula Development</td>
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<td>National Award or Prize</td>
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<td>National Committee Service</td>
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<td>Other Publications/Gray Literature</td>
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<td>Outreach Effort</td>
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<td>Patent</td>
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<td>Pharmaceutical Policy Document</td>
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<tr>
<td>Publications</td>
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<td>Systematic Review</td>
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<td>Tenure Status</td>
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<td>Testimony/Expert Witness</td>
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<td>Textbook</td>
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<td>Trade Publication</td>
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<td>Training Program</td>
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<td>Volunteer Activity</td>
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</tr>
<tr>
<td>White Paper</td>
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</table>
Why?

• Publication data is your “public profile”
  – How and why is your research being used?
• How and why is your research being used?
  – Citations
  – Alternative Metrics
• Tenure/Promotion
• Grants
  – NCBI My Bibliography
  – Biosketches
  – Grant applications/renewals

Be a steward of your work.
Create Alerts: Databases

Web of Science

Scopus

- Author
- Publications
- Citations

Set Author Citation Alert

An Author Citation Alert will keep you informed when a document cites this author, you can schedule this into Scopus to access all new results. (Privacy Policy)

Note: Results from non-Scopus databases will not be included in the alert e-mails.

**Author:** Carpenter, Christopher R. (Author Identifier 8602053900)

**Name of alert:** Citations for Carpenter, Christopher R. (Author Identifier 8602053900)
Publications

- What are the characteristics of my publications?

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Co-Author(s)</th>
<th>Area</th>
<th>Document Type</th>
<th>Source Title</th>
<th>Keyword</th>
<th>Affiliation</th>
<th>Country</th>
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<td>Ances, B.M.</td>
<td>89</td>
<td>Article</td>
<td>83 Neurology</td>
<td>Human</td>
<td>81 University of Pennsylvania</td>
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<td>Detre, J.A.</td>
<td>23</td>
<td>Review</td>
<td>13 Neuroimage</td>
<td>13</td>
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<td>Ellis, R.J.</td>
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<td>Medicine</td>
<td>68 Brain Research</td>
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<td>2 Missouri Medicine</td>
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<tr>
<td>1999</td>
<td>Grant, I.</td>
<td>6</td>
<td></td>
<td>2 Nature Clinical</td>
<td>Cerebrovascular</td>
<td>Mount Sinai School of Medicine</td>
<td>United States</td>
<td>Journals</td>
<td>94 English</td>
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<tr>
<td>1995</td>
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<td>5</td>
<td>Stroke</td>
<td>2 Neuroimage</td>
<td>University of Indiana</td>
<td>United States</td>
<td>Journals</td>
<td>94 English</td>
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<td>1995</td>
<td>McCutchan, J.A.</td>
<td>5</td>
<td>Cephalalgia</td>
<td>1 Clinical</td>
<td>University of California at Davis</td>
<td>United States</td>
<td>Journals</td>
<td>94 English</td>
<td></td>
</tr>
</tbody>
</table>

Tip: Use the Export Refine option
Create Alerts:
Google

- Author
- Publications
- Citations
- Project title
Beyond Citations: Altmetrics for Your Work

*Immediate* metrics based on **use** of the work or its **subsequent** application via various media platforms.

- **Views** online
- **Downloads** of the work
- **Bookmarks** or **Saves** to online reference managers as Mendeley or citeulike
- **Mentions** in social network sites such as Twitter or Facebook and in mainstream news outlets
- **Discussions** in blogs and media
- **Favorites** in sites such as Slideshare or YouTube
- **Recommendations** in sites such as Figshare
- **Post peer review annotations** from reviewers such as F1000 and PubMed Commons
Beyond Citations: Altmetric Bookmarklet

1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click

http://www.altmetric.com/bookmarklet.php
Altmetric on the Toolbar

- Go to the article page on the journal website.
- Click the Altmetric bookmarklet on your browser toolbar.
- A brief Altmetric report will display as a brief summary.

Select “Click for more details” to view a full report.
So, How to Tell a Story?

• Tailor your story for the intended purpose and audience.

• Think of your stories as a descriptive narrative of your research efforts and accomplishments.

• If using publication and citation data, use information from databases for descriptive content.

• If applicable, use Alternative Metrics for publications.

• Use Plain Language.
*Curate*

*Cura*: Care, Organize and Present

- Establish (or “brand”) your presence
- Utilize strategies for discoverability
- Consider multiple avenues of dissemination for various audiences
- Document your outputs and activities
- Think beyond the journal article
- Track your work
- Go beyond numbers to tell your story
WHAT QUESTIONS DO YOU HAVE?
**Links**

Science Experts Network (SciENcv): http://beckerguides.wustl.edu/authors/sciencv
NIH Biosketches: http://beckerguides.wustl.edu/NIH_Biosketch
MyBibliography: http://beckerguides.wustl.edu/nihpolicy/mybib
ORCID: http://orcid.org
WU Public Affairs Style Guide: https://sites.wustl.edu/publicaffairs/files/2016/03/Public_Affairs_Style_Manual-1twxp05.pdf
WUSM Public Relations Social Media Policy: http://medicine.wustl.edu/policies/social-media/
EQUATOR/Enhancing the Quality and Transparency of Health Research: http://www.equator-network.org/
ICTS Funding Acknowledgement: http://icts.wustl.edu/icts-researchers/funding/icts-citation-and-nih-public-access-policy
Altmetric Widget: http://www.altmetric.com/bookmarklet.php
Slideshare: http://www.slideshare.net
Figshare: http://figshare.com
Dryad: http://datadryad.org
Scholarly Publishing Briefs: https://becker.wustl.edu/briefs/ScholarlyPublishing
Google Alerts: https://www.google.com/alerts
Scopus: http://www.scopus.com/
Web of Science: http://apps.webofknowledge.com/WOS
Plain Language checklist: http://www.plainlanguage.gov/howto/quickreference/checklist.cfm
Health Literacy and Plain Language Review Services: https://becker.wustl.edu/services/health-literacy-communication-services/hlpl-review-service

**Guides**

Tools for Authors: http://beckerguides.wustl.edu/authors
Quantifying the Impact of My Publications: http://beckerguides.wustl.edu/impactofpublications
Scholarly and Research Impact: http://beckerguides.wustl.edu/impactofpublications

**Readings**