

# 학술지의 가시성(visibility) 향상을 위한 멀티미디어 전략

오광일 (에디티지)

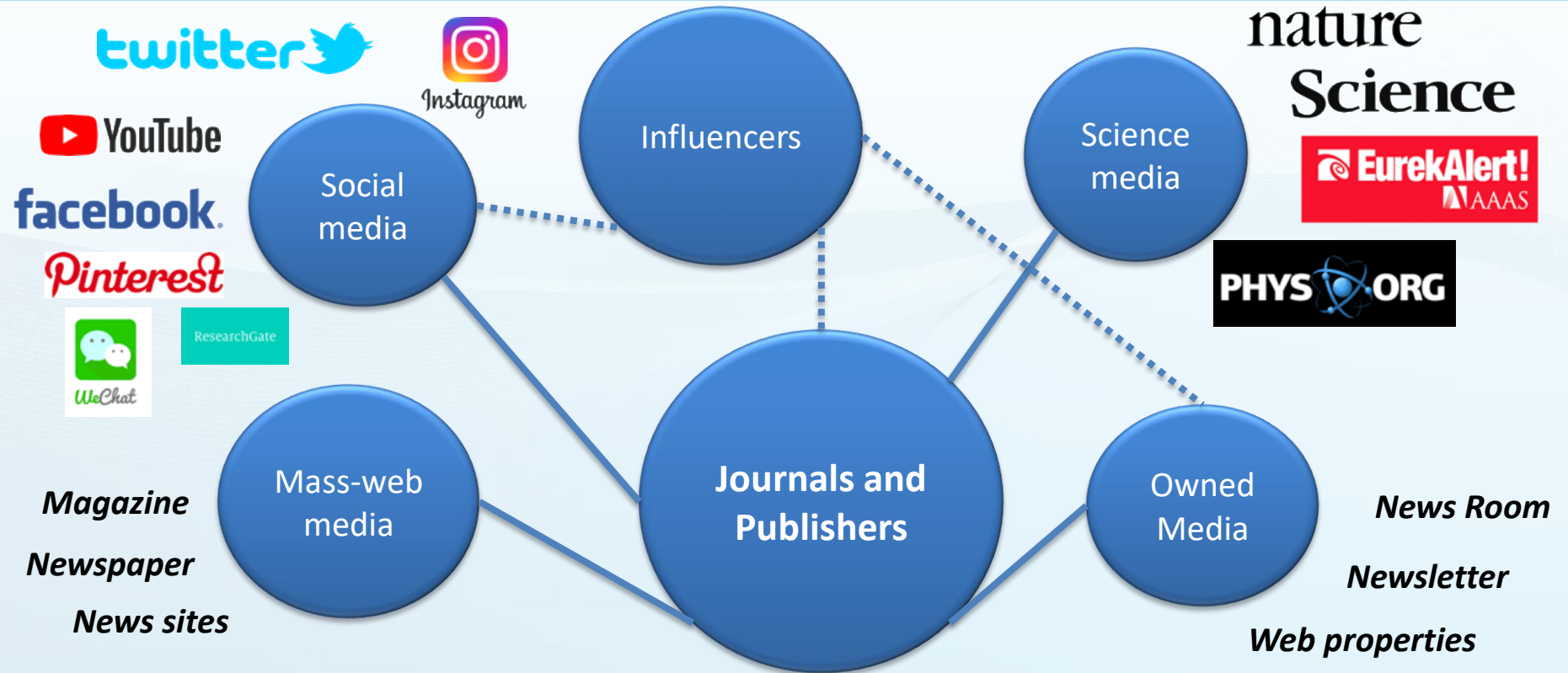
2020. 1. 10

# Why promote research beyond publication?

# Read or See?



# Ecosystem of research communication



# Cross Channel Communication

대중 채널 + 연구채널 + SNS 채널



# Cross Channel Communication - 1 연구자 채널

Medium

EurekaAlert!

AAAS

SEARCH ARCHIVE

ADVANCED SEARCH

HOME NEWS RELEASES MULTIMEDIA MEETINGS PORTALS ABOUT

LOGIN REGISTER

NEWS RELEASE 23-DEC-2019

## California's stricter vaccine exemption policy and improved vaccination rates

PLOS

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California's elimination, in 2016, of non-medical vaccine exemptions from school entry requirements was associated with an estimated increase in vaccination coverage at state and county levels, according to a new study published this week in *PLOS Medicine* by Nathan Lo of the University of California, San Francisco, and colleagues.

Vaccine hesitancy, the reluctance or refusal to receive vaccinations, is a growing public health problem in the United States and globally. The effectiveness of state policies that eliminate non-medical exemptions to childhood vaccination requirements has been unclear. In the new study, researchers used publicly available data from the US Centers for Disease Control and Prevention on coverage of measles, mumps, and rubella (MMR) vaccination and rates of both non-medical and medical exemptions in children entering kindergarten. The dataset included information on 45 states from 2011 to



IMAGE: CALIFORNIA'S ELIMINATION, IN 2016, OF NON-MEDICAL VACCINE EXEMPTIONS FROM SCHOOL ENTRY REQUIREMENTS WAS ASSOCIATED WITH AN ESTIMATED INCREASE IN VACCINATION COVERAGE AT STATE AND COUNTY LEVELS. [view more >](#)

CREDIT: KFUHLERT, PIXABAY

### Media Contact

PLOS Medicine  
[medicinepress@plos.org](mailto:medicinepress@plos.org)  
<http://www.plos.org>

### More on this News Release

California's stricter vaccine exemption policy and improved vaccination rates

PLOS

JOURNAL  
*PLOS Medicine*

### KEYWORDS

HEALTH CARE SYSTEMS/SERVICES  
HEALTH PROFESSIONALS  
MEDICINE/HEALTH PUBLIC HEALTH  
VACCINES

### MULTIMEDIA



California's Stricter Vaccine Exemption Policy and Improved

## Oxford Academic

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Profile Claps

### Featured

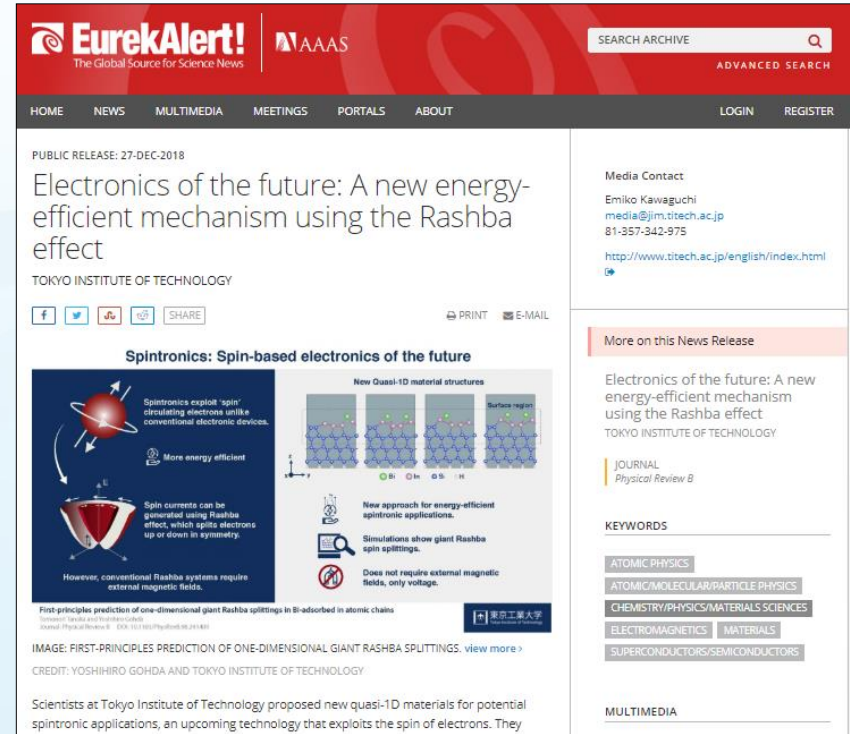


Oxford Academic in Science Uncovered  
Sep 20 · 5 min read



Studying the benefit of paleoclimate research amidst the current climate crisis

- One of the **most trusted news sources by researchers, scientists** across the world
  - 2 million monthly website visitors (70% from USA, followed by Canada, UK, South Korea & Australia)
  - Exposure to more than 14,000 reporters and freelancers who cover science, technology, medicine and the environment from 90+ countries from top publications like AP, Reuters, CNN
- **Cost-effective brand building through research showcase** for global audience



**EurekaAlert!**  
The Global Source for Science News

AAAS

SEARCH ARCHIVE [input] [button]

ADVANCED SEARCH

HOME NEWS MULTIMEDIA MEETINGS PORTALS ABOUT LOGIN REGISTER

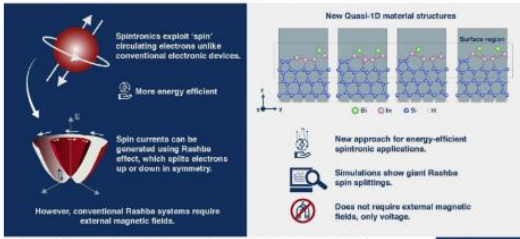
PUBLIC RELEASE: 27-DEC-2018

## Electronics of the future: A new energy-efficient mechanism using the Rashba effect

TOKYO INSTITUTE OF TECHNOLOGY

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### Spintronics: Spin-based electronics of the future



Spintronics exploit 'spin' circulating electrons (unlike conventional electronic devices). More energy efficient.

Spin currents can be generated using Rashba effect, which splits electrons up or down in symmetry. However, conventional Rashba systems require external magnetic fields.

New Quasi-1D material structures

New approach for energy-efficient spintronic applications. Simulations show giant Rashba spin splittings. Does not require external magnetic fields, only voltage.

First-principles prediction of one-dimensional giant Rashba splittings in Bi-adsorbed in atomic chains. [view more >](#)

CREDIT: YOSHIHIRO GOHDA AND TOKYO INSTITUTE OF TECHNOLOGY

Scientists at Tokyo Institute of Technology proposed new quasi-1D materials for potential spintronic applications, an upcoming technology that exploits the spin of electrons. They

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<http://www.titech.ac.jp/english/index.html>

More on this News Release

Electronics of the future: A new energy-efficient mechanism using the Rashba effect  
TOKYO INSTITUTE OF TECHNOLOGY

JOURNAL  
Physical Review B

KEYWORDS

- ATOMIC PHYSICS
- ATOMIC/MOLECULAR/PARTICLE PHYSICS
- CHEMISTRY/PHYSICS/MATERIALS SCIENCES
- ELECTROMAGNETICS
- MATERIALS
- SUPERCONDUCTORS/SEMICONDUCTORS

MULTIMEDIA



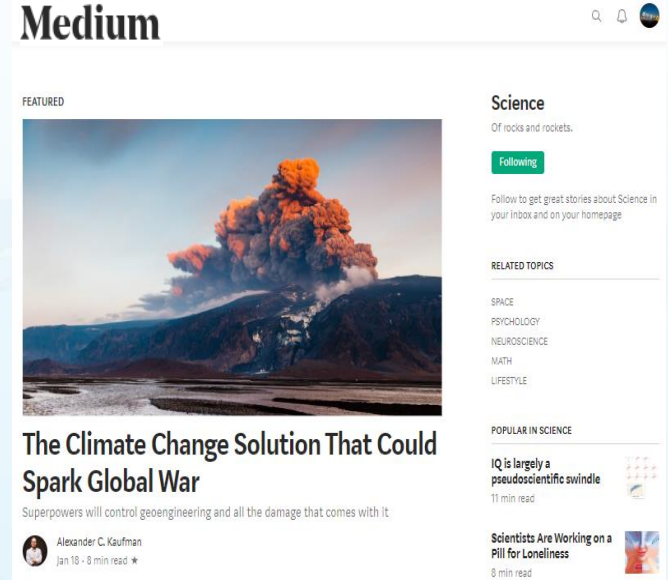


# Medium

- Medium is a powerful blogging and content syndication platform, with an estimated **194.45 million** visitors to the site over the last 6 months\*.
- Has a high average article read time usually **between 7 and 11 minutes**<sup>+</sup>.
- Emerging as a trusted source for universities and academics to publish to demonstrate thought leadership. [Link](#).
- Medium offers some of the highest viewership through earned media as it initially builds audiences from the user's social media base. Over time it suggests content to new audience groups through Facebook and Twitter<sup>+</sup>

\*Similar Web report: <https://www.similarweb.com/website/medium.com#overview>

<sup>+</sup>Source: Wordstream: <https://www.wordstream.com/blog/ws/2016/07/14/medium-publishing>

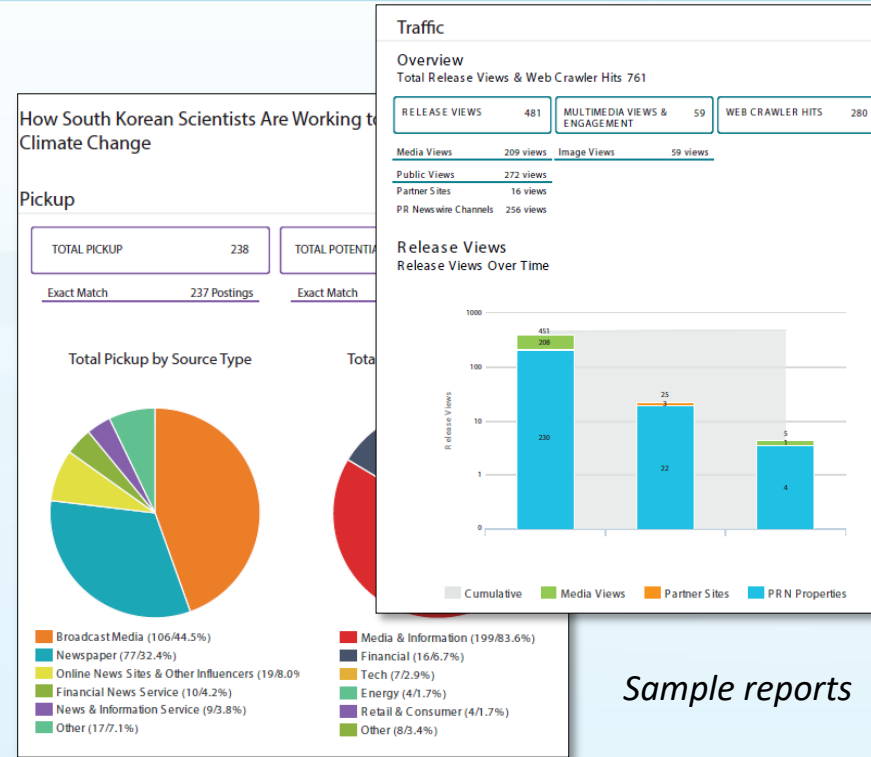


Ranked #220 worldwide and #130 in the USA. Source: [Alexa](#)

# Cross Channel Communication - 2 뉴스 매체

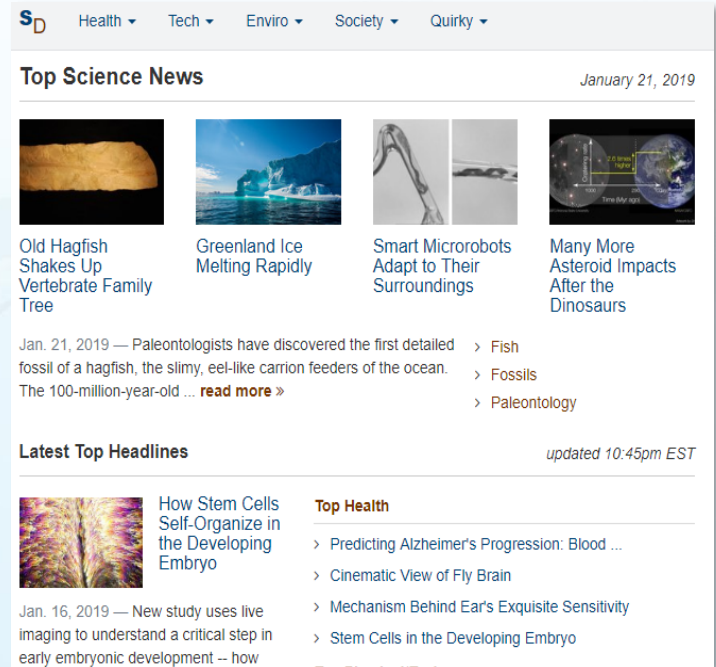
## PR Newswire

- Globally largest content distribution network including
  - 4,000 websites
  - 3,000 media outlets
  - Journalist network of 39,000 members
  - 9,000 media organizations
- Covers all news subjects with options to share message with media by industry, geography or topic
- Provides detailed performance and audience engagement data



## ScienceDaily



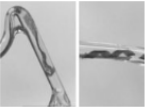
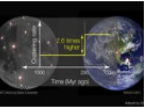
- Generating nearly **15 million** page views a month, Science Daily is one of the Internet's most popular science news websites.
- Recognized as one of the top 50 websites by [Time magazine](#), "...the site is eye-opening, inspiring proof of the new things scientists discover every day."
- Reviewed by [Education World](#), *"The site is arguably best known for showcasing the top science news stories from the world's leading universities and research organizations. As such, universities have come to rely on the site to disseminate scientists' findings to the general public."*
- **Bottom Line:** For educators seeking breaking science news and a solid research tool, Science Daily is the place to go.



SD Health Tech Enviro Society Quirky

### Top Science News

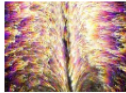
January 21, 2019

- **Old Hagfish Shakes Up Vertebrate Family Tree**  
Jan. 21, 2019 — Paleontologists have discovered the first detailed fossil of a hagfish, the slimy, eel-like carrion feeders of the ocean. The 100-million-year-old ... [read more](#) >>
- **Greenland Ice Melting Rapidly**
- **Smart Microrobots Adapt to Their Surroundings**
- **Many More Asteroid Impacts After the Dinosaurs**

> Fish  
> Fossils  
> Paleontology

### Latest Top Headlines

updated 10:45pm EST

- **How Stem Cells Self-Organize in the Developing Embryo**  
Jan. 16, 2019 — New study uses live imaging to understand a critical step in early embryonic development -- how


### Top Health

- > Predicting Alzheimer's Progression: Blood ...
- > Cinematic View of Fly Brain
- > Mechanism Behind Ear's Exquisite Sensitivity
- > Stem Cells in the Developing Embryo

On an average users spend 2:20 minutes on the site, which is among the highest in the category. Source: [Alexa](#)

# Cross Channel Communication - 3 자체 보유

**PLOS MEDICINE** BROWSE PUBLISH ABOUT SEARCH advanced search



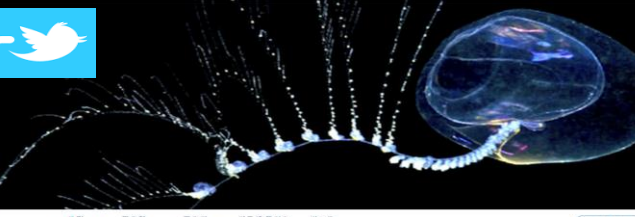
December 17, 2019  
**Social determinants of health in relation to firearm-related homicides in the United States: A nationwide multilevel cross-sectional study**  
 Daniel Kim uses geolocated gun homicide data to investigate associations between local social determinants of health and firearm deaths. Read the Author Summary.

*Image credit: Botana, Pixabay*

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**Determinants, Consequences and Management of Obesity**  
 Guest Editors Sanjay Basu, Karine Clément, Ronald Ma and Nick Wareham announce a new Special Issue. [SUBMIT BY FEBRUARY 7](#)

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트윗 트윗과 답글 미디어

최근 트윗  
**PLOS @PLOS** 12월 18일  
 We've achieved so much together in the last decade, but there's more to do! What is the biggest change YOU hope to see in support of #OpenScience in 2020? Answer our informal poll below, or reply with your own idea.  
 21% New publication options  
 34% More open data sharing

트위터의 새로운 기능을 모두 활용해 보고 싶으신가요?  
 머릿사 알맞아, 보강하시면 됩니다.  
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게시물  
 12월 17일 오전 1:02  
 PLOS

4.7% 121명의 의견에 따른 참조  
 4.7% 121명의 의견에 따른 참조

커뮤니티  
 AA 연구들에게 왜이리 중요하죠  
 98,427명이 좋아합니다  
 99,840명이 팔로우합니다  
 채워진 175회

정보  
 94111 남부한시스코 (9,067.62 km)  
 1169 Delivery St  
 2017년 1월 1일

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YouTube PLOS

PLOS ONE interview with Economist John List  
 137k views · 1 year ago  
 PLOS ONE sat down with John List of the University of Chicago to discuss his research, and the adoption of Open Access and open data in his field.

FEATURED CHANNELS  
 PLOS Collections

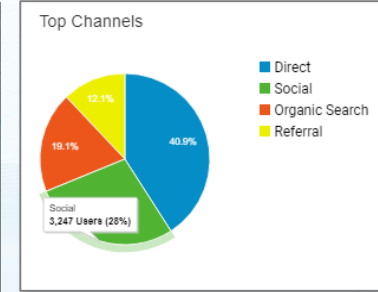
# Integrated Impact Report

## Snapshot of key metrics captured

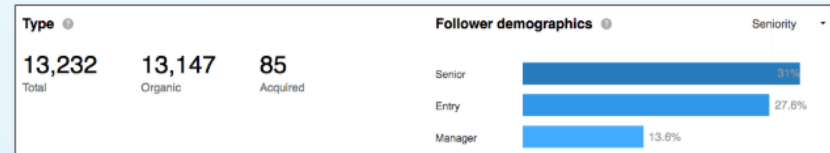
- **Common metrics across channels**
  - Visits to website and article pages
  - Traffic sources
- **Media**
  - Traffic: EurekAlert!
  - Customized dashboard for all releases: PR Newswire
- **Social analytics**
  - Medium: Minutes read, Views, Claps (similar to Likes)
  - LinkedIn: Clicks, Likes, Shares, Reader demographics
- **Home website analytics**



*Article page views*



*Traffic sources*



*LinkedIn Analytics*


# Solution: 멀티미디어 + 크로스 채널

YONSEI UNIVERSITY RESEARCH ARCHIVES

Engineering & Technology /

## Can Artificial Neural Networks be Trained to Judge the Subjective Quality of Images?

Researchers present an overview of the current challenges of automatic image quality assessment and how artificial neural networks could be the key to success.



Deep convolutional neural networks can be trained to recognize images easily; however, training them to assess the quality of a picture and images poses a much harder challenge.

Digital images and pictures represent an enormous portion of the total visual media consumed every year, always increasing as digital camera technology, video streaming services, and social media applications continue to grow and expand. Pictures, however, sometimes become distorted from the moment they are captured to the time in which users see them, and much work is being carried out on automatic algorithms or schemes to allow computers to assess the subjective quality of images without human intervention. Such programs can be used, for example, to ensure the quality of the images that the end-users see, which would certainly improve the overall user experience.

## Media Conversion



### Calecticulin Exon 9 Mutations in Myeloproliferative Neoplasms

#### Classic forms of MPN

Polycythemia vera (PV)	Essential thrombocythemia (ET)	Primary myelofibrosis (PMF)
RBCs ↑	Platelets ↓	WBCs ↓
Common among 60+ years	Common among 50+ years	Common among 60+ years

ANNALS OF LABORATORY MEDICINE | 대한진단검사의학회 (Korean Society for Laboratory Medicine)

### Which electronic device is your toddler addicted too?

First study investigating electronic device use among young children in Korea

**Methodology** 400 parents with children aged 2-5

**Results** 390 children average age 3.85 ± 0.7

**Smart device exposure and usage among younger children is increasing**

2013: 34% (<2 years old), 50% (2-5 years old)  
 2011: 10% (<2 years old), 38% (2-5 years old)

**31.39 minutes** Average time spent on all devices

**2.27 years old** Average age of first use of smartphones

**40.6%** (>1 hour usage)

**12.2%** Age when using smartphones (<18 months)

**31.3%** (>1 hour usage)

Reducing the particularly high media exposure during weekends can be an important therapeutic goal

Electronic Media Exposure and Use among Toddlers

# Graphical press release distribution

Press release articles were immediately picked up and distributed by major science and mainstream news outlets worldwide

PUBLIC RELEASE: 20-MAR-2018

## Researchers create new low-cost, sustainable material for reducing air and water pollution

*A new 'green' material made from solid wastes and natural polymers promises better results than activated carbon in adsorbing pollutants in wastewater and air*

FRONTIERS

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A new class of low-cost and sustainable hybrid materials could possibly displace activated carbon as the preferred choice for reducing wastewater and air pollution. The material, described in *Frontiers in Chemistry*, is synthesized inexpensively from solid wastes and a naturally abundant polymer -- and can cut down pollutants in air and wastewater with more success than activated carbon, the current gold standard adsorbent.

"This paper shows the simple synthesis of a new porous hybrid material, obtained by using low cost and by-product materials," says the lead author, [Dr. Elza Bontempi](#)



IMAGE: THIS IS AN OVERVIEW OF THE STUDY METHODS AND RESULTS, WHICH DEMONSTRATE A NEW LOW-COST, SUSTAINABLE MATERIAL FOR REDUCING AIR AND WATER POLLUTION. [view](#)

www.news.cn  
**新华网**  
www.xinhuanet.com

## NORTH AMERICA

China-NA | Politics | Business | Society & Culture

### Low-cost hybrid material created for reducing water, air pollution

Source: Xinhua 2018-03-21 00:22:08

WASHINGTON, March 20 (Xinhua) -- An Italian science team has developed a new class of low-cost materials that commonly-used activated

5/6/2018 Researchers create new low-cost, sustainable material for reducing air and water pollution: A new 'green' material made from solid wastes ...

## ScienceDaily

Your source for the latest research news

### Researchers create new low-cost, sustainable material for reducing air and water pollution

... and natural polymers promises better results than activated carbon in adsorbing pollutants in wastewater and air

**The Indian EXPRESS**  
Sunday, May 06, 2018

Home > Technology > Science > New low-cost sustainable material created from waste can reduce air, water pollution: Study

## New low-cost sustainable material created from waste can reduce air, water pollution: Study

Researchers have developed a material, composed from natural waste material, that can help control air and water pollution.

# Graphical press release distribution

The image displays a collage of various news and research websites, illustrating the distribution of a press release. The central focus is a press release titled "A Powerful Catalyst for Electrolysis of Water Could Help Harness Renewable Energy" from Dongguk University, dated 25-Jan-2019. This press release is shown on several platforms:

- Medium:** The top left shows a Medium article with a banner for "nano werk Switzerland" and a price tag of "From INR 45,000".
- PHYS.ORG:** A Physics.org article titled "Thin-film semiconductor..." with a sub-headline "A powerful catalyst for electrolysis of water that could help harness renewable energy".
- 15MINUTE NEWS:** A news outlet with a prominent "15MINUTE NEWS" logo and a sub-headline "Oscar Nominees Luncheon's 2019...".
- ECN:** A website with a "Product Design and Development" section, featuring the press release title and a sub-headline "Designing a novel catalyst for splitting water molecules".
- STRN:** Science & Technology Research News, a website for STEM Communities.
- presstext:** A website with a blue header and a search bar.
- wallstreetonline:** A financial news website with a "DAX" index and a search bar.
- nextBIG FUTURE:** A website with a colorful header and a search bar.
- EurekaAlert!:** A website with a red header and a search bar, featuring the press release title and a sub-headline "Designing a novel catalyst for splitting water molecules".
- Wafer Create:** A website with a blue header and a search bar.

The press release content includes a sub-headline "Designing a novel catalyst for splitting water molecules", a description of the catalyst's importance, and a diagram illustrating the synthesis of the novel catalyst. The diagram shows the synthesis of Ni-MOF hydroxide (Ni(OH)<sub>2</sub>) and Polyaniline (PANI) from NiCl<sub>2</sub>·6H<sub>2</sub>O and PANI, respectively, and their subsequent combination to form a catalyst. The catalyst is used for the electrolysis of water, producing hydrogen and oxygen. The diagram also shows the potential use of the catalyst in a fuel cell.



# Thank you!

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