

WHO WINS THE VISIBILITY WARS?



ARTICLES



PAPERS



CHAPTERS



THESES

BACKGROUND

- Completed research publications need to be accessible
- Academic databases do provide this access, but at a price
- Researchers often use free-form searching to find publications

PURPOSE

- To determine to what degree completed research publications are accessible and how visible the different types of publications are.

PROBLEM

- The use of search engines to find relevant information with a consistently high success rate is troublesome
- Retrieving relevant full-text academic papers without payment and without using academic databases is difficult

METHODOLOGY

- Data collection was done through a **questionnaire**
- **Data was requested on four types of publications:** journal articles, conference papers, books or book chapters and student theses
- **Metadata was requested:** Title, Year of publication, Author surnames, Abstract text, First paragraph body text and Keywords
- **The top three search engines** (Google, Bing, Yahoo!) were used
- **Search queries were constructed** to find these documents without using databases
- A total of **3780 websites were visited** and inspected

	GSQ1	BSQ1	YSQ1	GSQ2	BSQ2	YSQ2	GSQ3	BSQ3	YSQ3	
NO.21/book	0	0	0	0	0	0	0	0	0	
	1.3	1.1	1.3	1.6	2.3	2.4	2	2.1	2	1.776
NO.22/conference paper	10	10	0	10	10	0	10	10	0	
	5.7	3.5	1.3	4.5	1.8	0	5.6	5.6	6.3	3.794
NO.16/journal article	9	8	7	9	8	7	10	9	8	
	6.2	5.7	4.4	7.3	5.2	5.6	7.9	6.2	6.8	6.138
NO.17/thesis	9	0	0	9	0	0	10	10	10	
	1.8	0	0	3.8	0	0	7.2	2	2	1.822

RESULTS EXTRACT

- **Book no 21** had no visibility for all 3 x 3 search queries
- **Journal articles** had an average visibility of 6.138/10 – the highest of all four
- **Books** had the lowest average with 1.776/10

CONCLUSION



Journal articles had the highest degree of visibility to search engines



Conference papers were second, followed by theses and lastly book chapters



The increase in open access to research publications for **journal articles** is considered to be the reason behind their top score



Books have a low degree of visibility due to copyright and high price issues

Academic researchers requiring a high degree of visibility to Internet search engine crawlers are advised to concentrate on journal articles and conference papers for their research publications

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