

Submit, Rewrite, Repeat

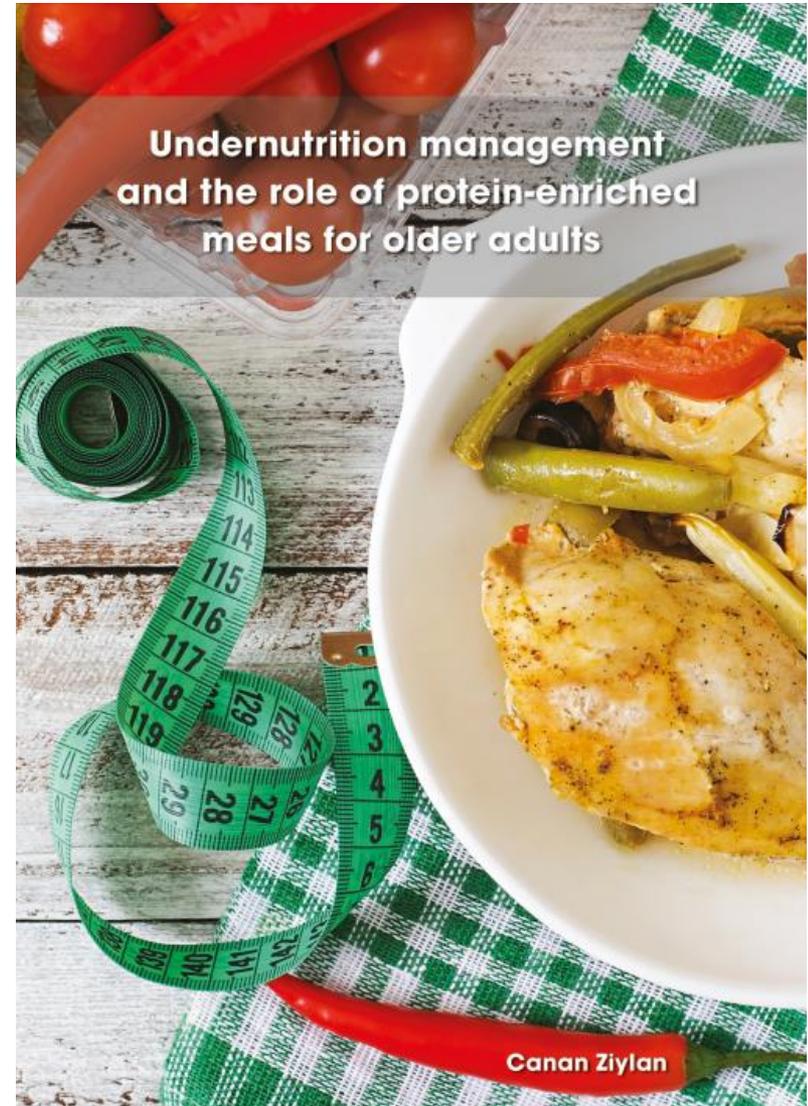
When the PhD clock is ticking

Canan Ziylan, PhD

Symposium Publish for Impact
7 February 2017



Done, Defended, Doctor!



Four years in one slide...

To develop **protein-enriched meals** that increase protein intake of community-dwelling older adults to prevent undernutrition.

Phase 1

Assess
acceptability

Phase 2

Develop &
test meals

Phase 3

Implement
in real life



But we're not (only) gonna talk about me!

Let's kahoot about our experiences

Ready to join?

Join at kahoot.it and enter the game PIN

88
Players

Join this Survey at kahoot.it
with Game PIN:



Get your phone, tablet or laptop out now!

Aiming for high impact journals for my PhD articles is too ambitious and slows my process

- Dilemma:
 - More time to write at the start of your PhD.
 - Best articles with findings near the end of your PhD.
- But not necessarily too ambitious:
 - Don't underestimate the value of your own work.
- Or slowing you down:
 - High IF journals are *pretty* quick with rejections.

TITLE	SUBMITTED	DECISIONED
Protein-enriched bread and readymade meals increase community-dwelling older adults' protein intake in a double-blind randomised controlled trial	08-Jun-2016	11-Jun-2016 Immediate Reject (11-Jun-2016)

Closed journals with a high impact factor are better than open access journals with a low IF

- Obviously depends on the meaning of **better**.
- That Thing called Tenure Track.
- But what about reach? Societal impact?

Fun Facts – First and Last Article

RESEARCH ARTICLE | OPEN ACCESS | OPEN PEER REVIEW

IF: doesn't even exist yet

Dutch nutrition and care professionals' experiences with undernutrition awareness, monitoring, and treatment among community-dwelling older adults: a qualitative study

[Canan Ziylan](#)  , [Annemien Haveman-Nies](#), [Ellen J. I. van Dongen](#), [Stefanie Kremer](#) and [Lisette C. P. G. M. de Groot](#)

IF: 6.616

To read this article in full, please review your options for gaining access at the bottom of the page.

Protein-Enriched Bread and Readymade Meals Increase Community-Dwelling Older Adults' Protein Intake in a Double-Blind Randomized Controlled Trial

[Canan Ziylan](#), MSc  , [Annemien Haveman-Nies](#), PhD, [Stefanie Kremer](#), PhD, [Lisette C.P.G.M. de Groot](#), PhD

Open Access article

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Home ▾

Ondervoeding bij ouderen voorkomen: "Goede taakverdel

Persbericht

Ondervoeding bij ouderen voorkomen: "Goede taakverdeling in monitoring en behandeling is noodzakelijk"

8 februari 2016

Nederland be
Ze worden al
Dat zegt ir. C

"Verzorgender
ondervoedin

29 mrt 1

Ondervoeding bij ouderen in de thuis
door verzorgenden onderschat wordt
Wageningen UR Food & Biobased Re



Canan Ziyilan deed promotieonderzoek naar
ondervoeding bij ouderen in de thuiszorg. 'De
gevolgen van ondervoeding worden
onderschat.'

is niet aan een groot probleem

oudere mensen over het algemeen steeds minder bewo



Closed Access article

crickets chirping

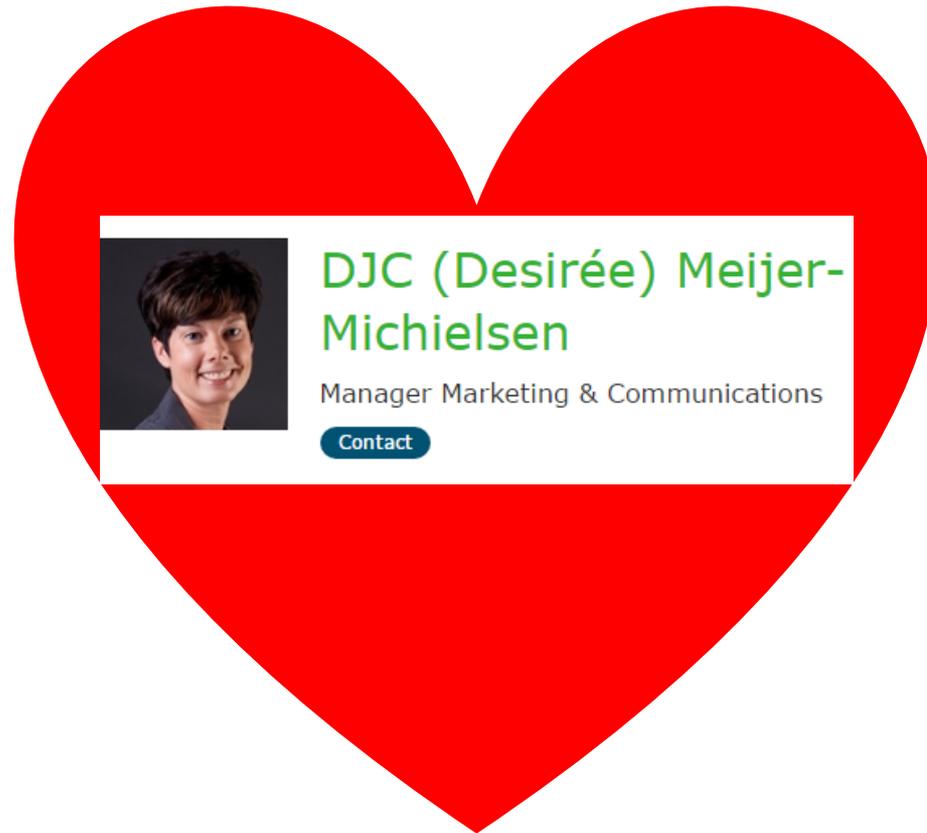
Okaaay not really true: appreciated by fellow scientists!

Media exposure is too time consuming for researchers, who should focus on research & writing

- To be honest: yes, it is time consuming...
- That being said: you can plan a press release in a relatively quiet time!
- Media exposure not needed for every article or finding: some you do in the name of science, others for the society.
- Finally: depends on the kind of exposure (hint: Twitter).

I'm not media savvy enough to take the lead in media exposure around my articles

- We have ~~an app~~ a communication officer for that!



I'm not media savvy enough to take the lead in media exposure around my articles

- We have ~~an app~~ a communication officer for that!
- We also have courses for that!

Wageningen Graduate Schools Courses

Communication with the Media and the General Public (CMGP)

Making an Impact! How to increase the societal relevance of your PhD research (MI)

A high number of Twitter followers is more valuable than a high number of citations

- Again: depends on the definition of **valuable**.
- Stay in touch with the **real world**.
- Low threshold, less time consuming.
- Set agenda, creating awareness.
- Take part in discussions.
- Final tip: ResearchGate!

TWITTER QUEEN

Are you surprised you came out on top as so influential?

‘No, not really, because there are so few twitterers at Wageningen UR that it’s not difficult to end up one of the most influential.’



Do you consciously tweet a lot about Wageningen?

‘I don’t see myself as an ambassador. I tweet about things I find interesting, such as conferences I attended or the research I’m working on. I like to share the fact that we were voted the best university again on Twitter even if that isn’t so interesting for me from a research point of view. Wageningen may be small but it has a lot of impact and that makes me proud. But I also tweet about private matters such as traffic problems.’

Who? Canan Ziylan, aka @Djaanan

What? PhD student in Food & Biobased Research and an active twitterer (618 followers)

Why? A social media survey by Wageningen UR showed @Djaanan to be one of the most influential twitterers within Wageningen University

Do you think your colleagues should make more use of Twitter?

‘Lots of colleagues are doing really interesting things that could be a real draw on social media. But unfortunately it’s often difficult to convince them of the benefits of Twitter. Many people think it’s just about messages like ‘What should I eat this evening?’  LvdN

Make the most of it!

You have plenty of time for both great publications and valuable publicity.

Take the lead in publishing and promoting your work, but pay attention to your experienced supervisors, too.

You're doing valuable work: own up to it!

