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Opinion papers as a tool for research branding

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Branding ?

McDonnell, J. J. (2015). "Creating a research brand." Science
349(6249): 758-758.

Possible tool: opinion / perspective articles

- ⇒ **HP: invited commentary**
- ⇒ **HESS opinion articles**
- ⇒ **AGU commentaries:**
 - ⇒ **Commentaries on Hydrology and Earth Surface**

Other branding opportunities ?

- ⇒ Open review / comment in HESS
- ⇒ Peer-reviewed comments (“comment & reply”)
 - ⇒ Example (links): WRR, HESS
- ⇒ Review papers
 - ⇒ e.g. WIREs water
 - ⇒ *Reviews of Geophysics*
- ⇒ Submit to a journal special issue (or be Guest editor!)
- ⇒ Organize a workshop, summerschool, EGU session

Invitation only = send an e-mail first to the editor

Risk & opportunities of opinion papers

- High citation rates, visibility
- Potential negative impacts:
 - Controversial topic
 - “You should do your research first”
- 👋 Establish your credibility (or hand pick your co-author)

My strategy ...

... nobody mentioned this to me!

My own experience: opinion pieces

- ⇒ **Schaefli and Gupta, 2007: Nash values**
 - HP invited commentary: 186 citations
- ⇒ **Schaefli et al., 2011: Behavioural modeling**
 - HESS Opinion article: 46 citations
- ⇒ **Montanari et al., 2013: Panta Rhei**
 - JHS, 177 citations
- ⇒ **Clark et al., 2016: Hydrological modeling**
 - Commentaries on Hydrology and Earth Surface: 4 citations

My own experience: opinion papers

⇒ **Schaepli and Gupta, 2007**

Opportunity from a discussion at AGU

⇒ **Schaepli et al., 2011:**

Long discussion with Siva & colleagues during a visit

⇒ **Montanari et al., 2013**

Large-scale Community discussion

⇒ **Clark et al., 2016:**

Grass-roots initiative

My own experience: opinion papers

⇒ **Schaepli and Gupta, 2007**

- Clear & quantifiable message
- Small effort, big impact

⇒ **Schaepli et al., 2011:**

⇒ **Montanari et al., 2013**

⇒ **Clark et al., 2016:**

My own experience: opinion papers

⇒ Schaepli and Gupta, 2007

⇒ **Schaepli et al., 2011:**

⇒ Montanari et al., 2013

⇒ Clark et al., 2016:

- Hopefully clear message, but not yet quantifiable
- Big effort, small result?
- Very negative reviews during the very first submission

My own experience: review

- ⇒ **Schaefli et al., 2007: Continuous wavelet analysis**
 - Adv. Water Res.: 50 citations
- ⇒ **Schaefli, 2015: Hydropower & climate change:**
 - WIREs Water: 6 citations

The background of the slide is a photograph of a majestic, snow-covered mountain range under a clear blue sky. In the foreground, a dense forest of evergreen trees is heavily laden with snow, creating a textured, white landscape. The mountain peaks are rugged and partially covered in snow, with some rocky outcrops visible. The overall scene is serene and evokes a sense of natural grandeur.

McDonnell, 2015:

« Only do what only you can do »