

# 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

⇒ **Schaefli and Gupta, 2007**

Opportunity from a discussion at AGU

⇒ **Schaefli 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

⇒ **Schaefli and Gupta, 2007**

- Clear & quantifiable message
- Small effort, big impact

⇒ **Schaefli et al., 2011:**

⇒ **Montanari et al., 2013**

⇒ **Clark et al., 2016:**

## My own experience: opinion papers

⇒ **Schaefli and Gupta, 2007**

⇒ **Schaefli et al., 2011:**

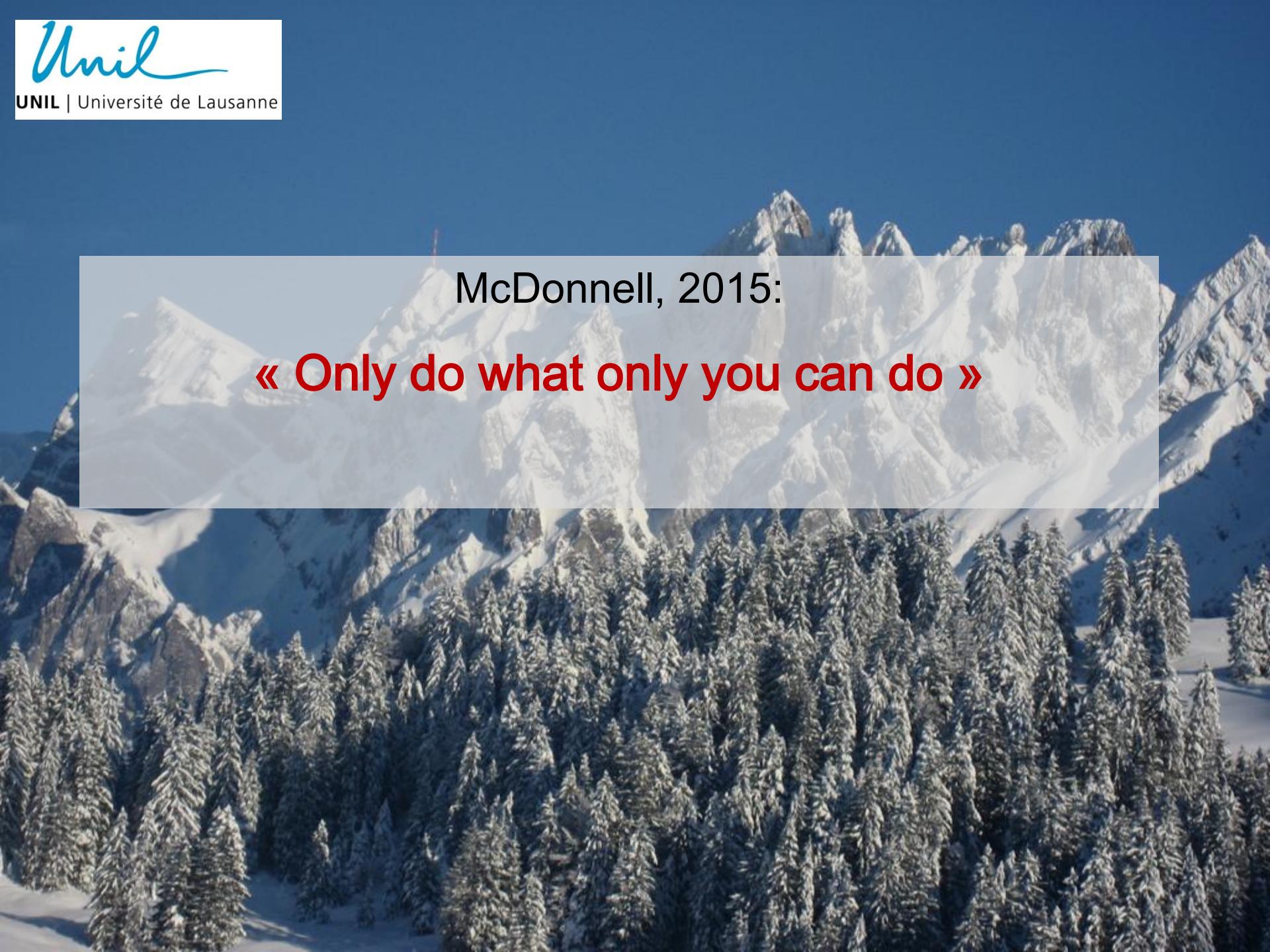
⇒ **Montanari et al., 2013**

⇒ **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



McDonnell, 2015:

**« Only do what only you can do »**