

Web of Science Research Assistant: Functional analysis and usage recommendations

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Abstract

This chapter provides a comprehensive functional analysis of the Web of Science Research Assistant, a generative AI tool integrated into Clarivate's academic database. Designed to enhance research workflows, the tool supports tasks such as literature reviews, topic exploration, expert identification, and journal selection. Through a detailed examination of its interface and functionalities, including thematic summarization, co-citation mapping, and trend visualization, this chapter highlights the tool's potential to streamline scientific discovery. Several practical use cases are presented, demonstrating its capabilities in optimizing searches, identifying seminal papers, and suggesting relevant publication venues. Despite its innovative features, the tool's use must be guided by critical thinking, transparency, and ethical considerations. Researchers are encouraged to view the assistant not as a substitute, but as a complement to scholarly inquiry. The chapter concludes by emphasizing the value of reflective, layered interaction with AI to responsibly integrate these technologies into academic practice.

Keywords

Generative artificial intelligence; Academic search tools; Web of Science; Web of Science Research Assistant; Literature review automation; Research ethics and transparency.

1. Introduction

Web of Science is one of the most important academic databases in the world, recognized for its multidisciplinary nature and the quality of its selection criteria. It is a database that covers everything from the experimental sciences to the humanities, including the social sciences. Web of Science covers documents published from 1900 to the present day in nearly 23,000 scientific journals, totalling around 180 million articles, as well as about 150,000 books (Clarivate, 2025a).

At the same time as databases like Web of Science have grown in importance, so too have generative artificial intelligence tools, which have rapidly expanded and now permeate all areas of society — especially the scientific and academic spheres. This chapter introduces Web of Science Research Assistant, the artificial intelligence integrated into the Web of Science database.

The following sections describe the tool's interface and analyze its functionalities. As will be shown, Web of Science Research Assistant has the potential to transform access to, exploration of, analysis of, and synthesis of scientific information. However, its use must always be accompanied by critical thinking and an ethical perspective, which includes transparency.

2. What Is Web of Science AI Research Assistant and how does It work?

Web of Science AI Research Assistant is a tool developed by Clarivate that uses generative AI models trained on the Web of Science Core Collection database to support researchers and students seeking to advance their academic work (Clarivate, 2025b).

This service goes beyond a traditional academic database, functioning instead as an assistant that can help (1) find seminal and relevant articles on a discipline or topic in seconds, (2) streamline advanced tasks such as literature reviews, expert identification, or journal selection for publication, (3) explore connections between academic concepts, authors, and scientific articles through interactive visualizations like trend maps and co-citation networks, and even (4) perform scientific document searches using natural language and multiple languages, thus facilitating access to scientific information without the need for advanced search operators.

When a user submits a query, the tool retrieves the most relevant documents using semantic similarity algorithms and keyword searches. It then organizes the results based on relevance and generates responses or summaries using the content of the selected articles. Web of Science Research Assistant also allows both document-based searches and synthesis-type questions, tailoring the response format to the user's needs.

Like other tools such as Scopus AI (Aguilera-Cora et al., 2024a; 2024b), Elicit (Arroyo-Machado, 2024), Epsilon (Ren et al., 2025), Perplexity (Torres-Salinas & Arroyo-Machado, 2025), ChatGPT (Torres-Salinas et al., 2024; Boté-Vericad et al., 2024), Copilot (Lopezosa, 2023a; Boté-Vericad, 2024), or Scite (Codina, 2024), Web of Science Research Assistant reduces the manual effort required to construct complex searches and facilitates the identification of trends, research gaps, and non-obvious connections between scientific works.

In the following section, we present a functional analysis of the tool to illustrate, with examples, the possibilities offered by Web of Science Research Assistant for research.

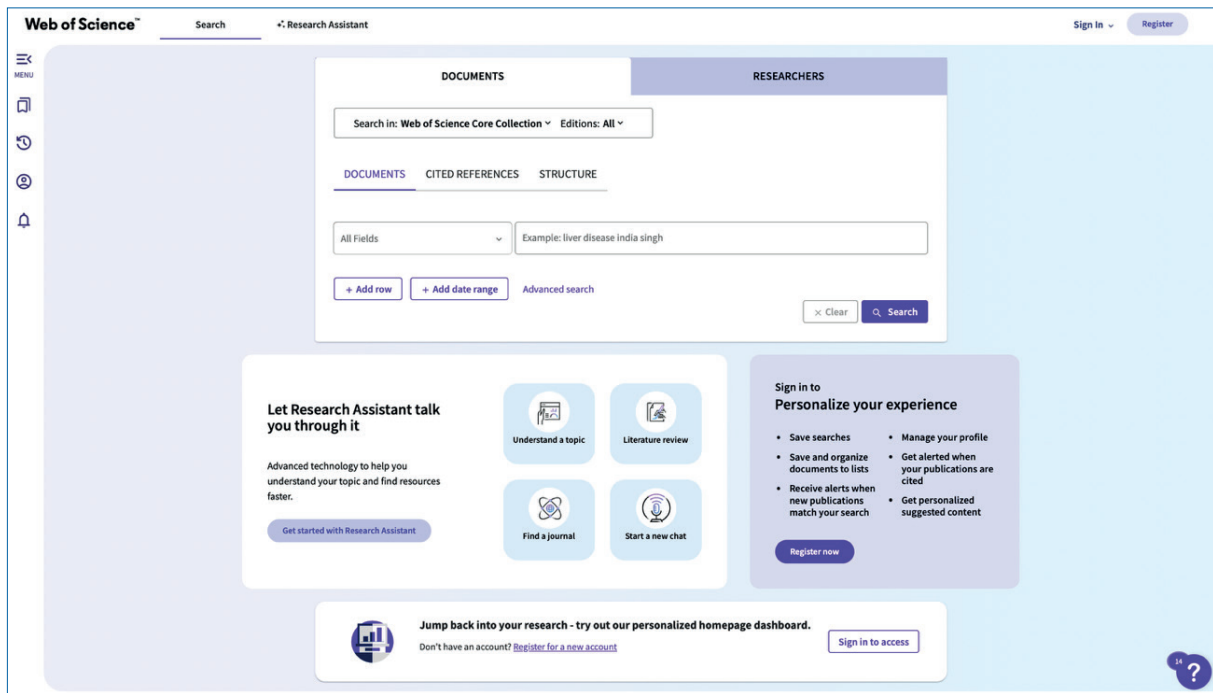
3. Practical use cases of Web of Science Research Assistant

The Web of Science AI Research Assistant offers a variety of reports and visualizations designed to support academic research. These features allow users to efficiently analyze information and gain visual insights into relevant data and results.

First, when accessing the main Web of Science platform (Figure 1), the user is presented with the primary interface, focused on its academic search function. At the top, there is a menu that provides access to features such as "Search" and "Research Assistant," along with options to sign in or register. In our case, to activate the Web of Science AI service, we must select the "Research Assistant" tab.

Figure 1

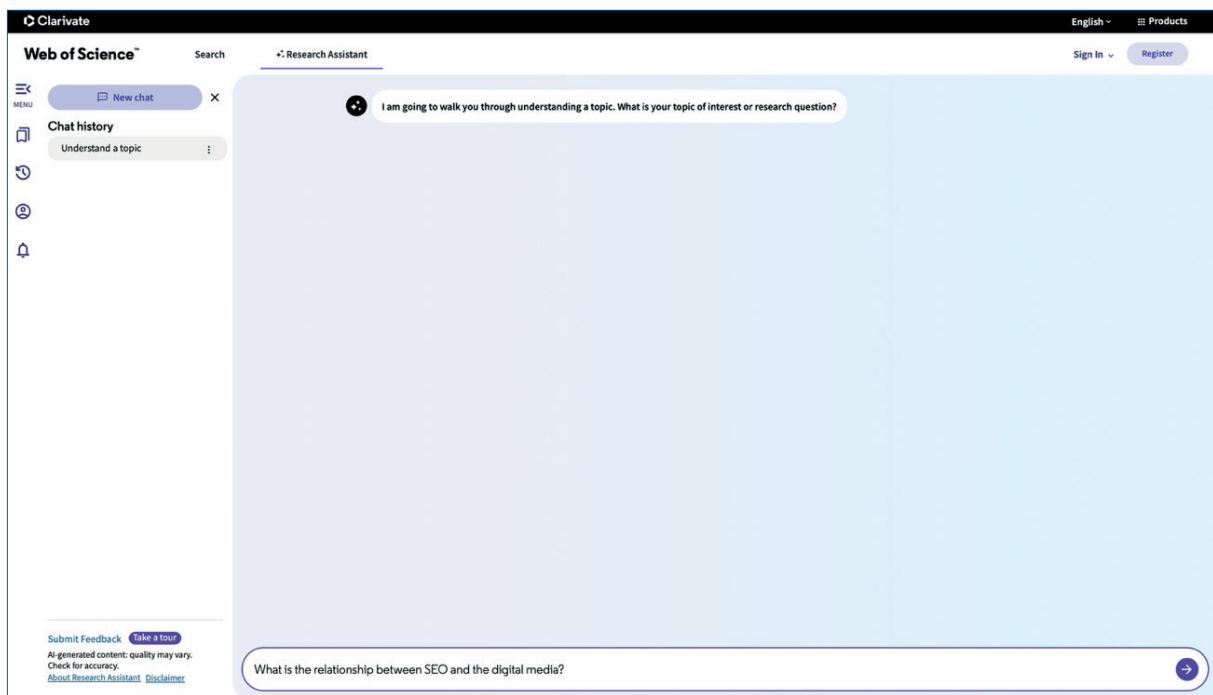
Main Web of Science search interface with advanced options and research assistance.



Once we have accessed the “Research Assistant” resource, a new interface appears in the form of an interactive chat (Figure 2). In the centre of the screen, the virtual assistant initiates the conversation with the message: “I am going to walk you through understanding a topic. What is your topic of interest or research question?,” inviting the user to enter their topic of interest or research question.

Figure 2

Web of Science Research Assistant interface, guiding the user in understanding a topic based on an initial question.



On the left, there is a sidebar with the menu and the “Chat history” section, where the current conversation appears under the title “Understand a topic.” Navigation icons and system options are also visible.

In the lower-left corner, there are links to send feedback, take a tour, or access information about the research assistant.

Once the “Research Assistant” interface has been described, we test it with a prompt: “What is the relationship between SEO and the digital media?,” indicating that the topic to explore is the relationship between search engine optimization (SEO) and digital media.

The result of this prompt (Figure 3) shows the response generated by the tool. At the top, there is a section titled “Overview,” where the main topics identified in the abstracts of the consulted articles are explained. In our case, these topics include search engine optimization (SEO) techniques, content and metadata features, and the impact of search engines on digital media. The overview also highlights the importance of SEO for improving web visibility, the role of content in search rankings, and how these dynamics affect journalism and academic research.

Figure 3

Thematic summary generated by the Web of Science Assistant on the relationship between SEO and digital media, accompanied by key articles on optimization techniques and web visibility.

The screenshot displays the Web of Science Research Assistant interface. At the top, a search bar contains the query "What is the relationship between SEO and the digital media?". Below the search bar, the "Overview" section provides a summary of the main themes identified in the provided abstracts: "search engine optimization techniques", "content characteristics and metadata", and "impact of search engines on digital media". It highlights the strategies for improving web visibility, the role of content and metadata in search rankings, and the influence of search engines on journalism and academic research.

Below the overview, the "Search engine optimization techniques:" section lists several key points:

- Various techniques, such as PageRank and the use of in-links, are crucial for achieving high rankings in search engines like Google, as demonstrated in a study of optimized web pages ⁽⁹⁾.
- Successful search engine optimizers recognize the importance of directories and social bookmarking sites in enhancing page visibility ⁽⁹⁾.
- Professional communicators are encouraged to analyze keywo... [See full response](#)

Below the list, there are icons for "Copy Text" and "Here are some seminal papers:". The list of seminal papers includes:

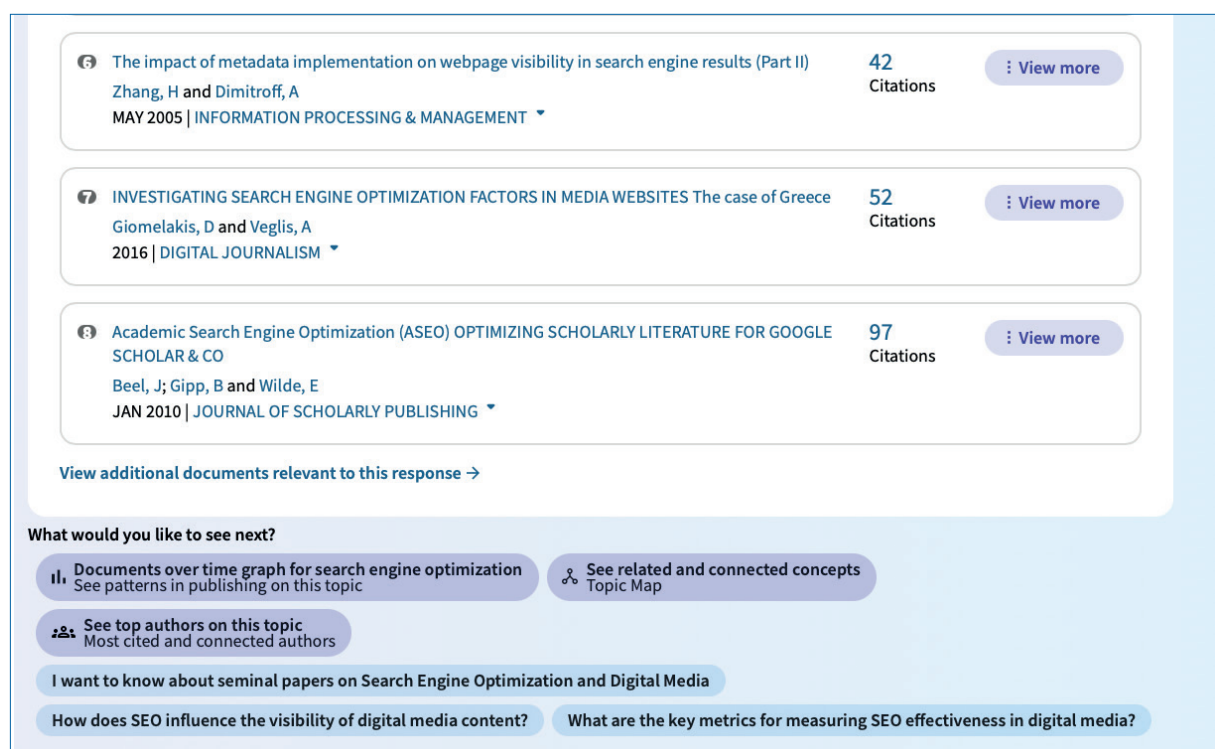
Paper Title	Author(s)	Year	Journal	Citations	View more
The anatomy of a large-scale hypertextual Web search engine	Brin, S and Page, L	APR 1998	COMPUTER NETWORKS AND ISDN SYSTEMS	6,942	View more
Analysing Google rankings through search engine optimization data	Evans, MP	2007	INTERNET RESEARCH	92	View more
The impact of webpage content characteristics on webpage visibility in search engine results (Part 1)	Zhang, J and Dimitroff, A	MAY 2005	INFORMATION PROCESSING & MANAGEMENT	54	View more
How to Use Search Engine Optimization Techniques to Increase Website Visibility	Killoran, JB	MAR 2013	IEEE TRANSACTIONS ON PROFESSIONAL COMMUNICATION	57	View more
What is search engine optimization: SEO?	Yalçın, N and Köse, U	2010	WORLD CONFERENCE ON LEARNING, TEACHING AND ADMINISTRATION PAPERS	47	View more

Below the summary, a list of fundamental articles (“Seminal papers”) related to the topic is provided. Among them are key works such as Brin and Page (1998), with more than 6,900 citations, and other studies on Google rankings, content characteristics, and techniques to increase online visibility (Figures 3 and 4).

Each entry displays the article title, authors, source, publication date, number of citations, and a button to view more details. Additionally, below this list, there is a button to view more documents and an interactive section titled “What would you like to see next?,” offering complementary exploration options. These include analyzing the evolution of publications over time, viewing related concepts through a topic map, checking the most cited authors, and accessing new specific prompts that provide a guided and exploratory approach to the assistant.

Figure 4

Second part of the thematic summary generated by the Web of Science Assistant on the relationship between SEO and digital media.



In addition to these options, the Research Assistant suggests other prompts such as “Documents over time graph for search engine optimization” (Figure 5). This feature displays a graphical visualization. At the top, Clarivate’s chatbot notes that this type of chart allows users to observe publication trends on a specific topic over time, offering historical context, identifying emerging subtopics, and revealing shifts in academic interest. Just beside the explanation, users can adjust the chart parameters using a dropdown menu for the number of years (in this case, 25) and another for visualization settings.

In the example shown, the bar chart illustrates the evolution of the number of documents published on “search engine optimization” from 1999 to 2024. A steady increase is observed starting in 2000, with a notable rise beginning around 2008. The peak in publications occurs in 2022 and 2023, with over 125 documents per year, with a slight decline in 2024. This type of analysis helps identify key moments of heightened research interest in SEO, possibly linked to technological advancements, changes in search engine algorithms, or the growth of digital communication.

Figure 5

Graph of publications on search engine optimization (SEO) over time, showing the sustained growth of academic interest from 1999 to 2024.

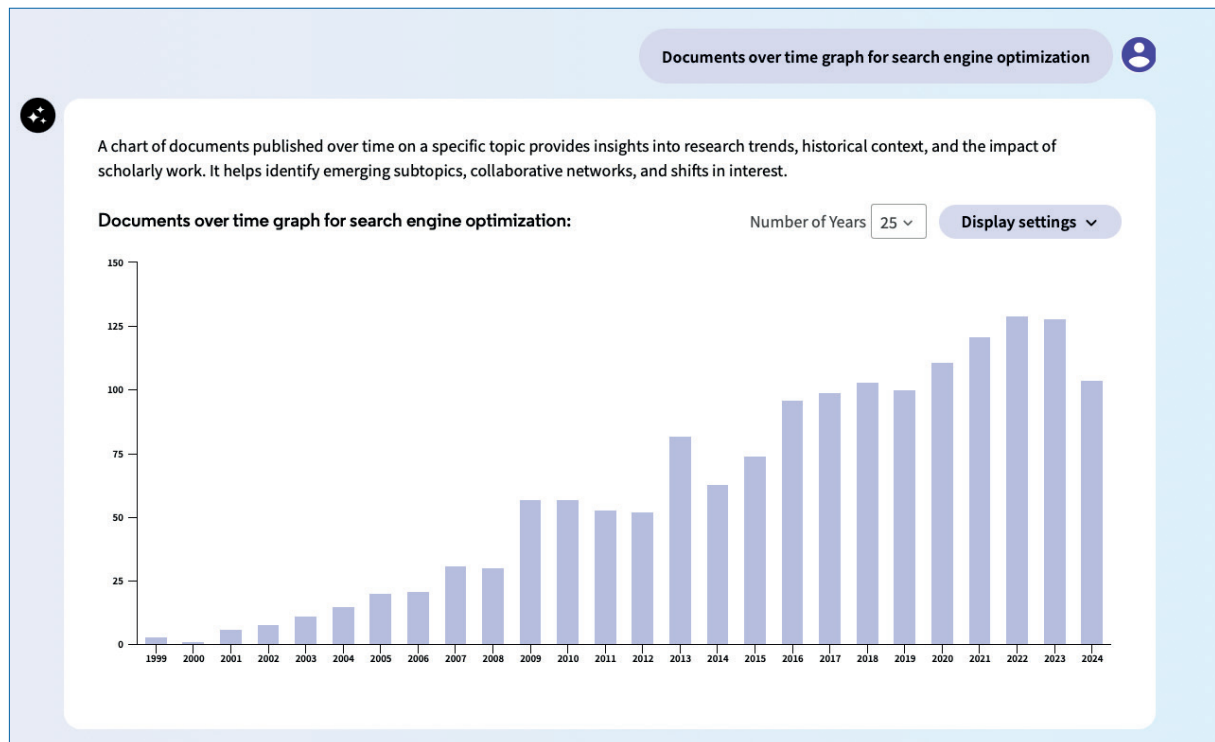
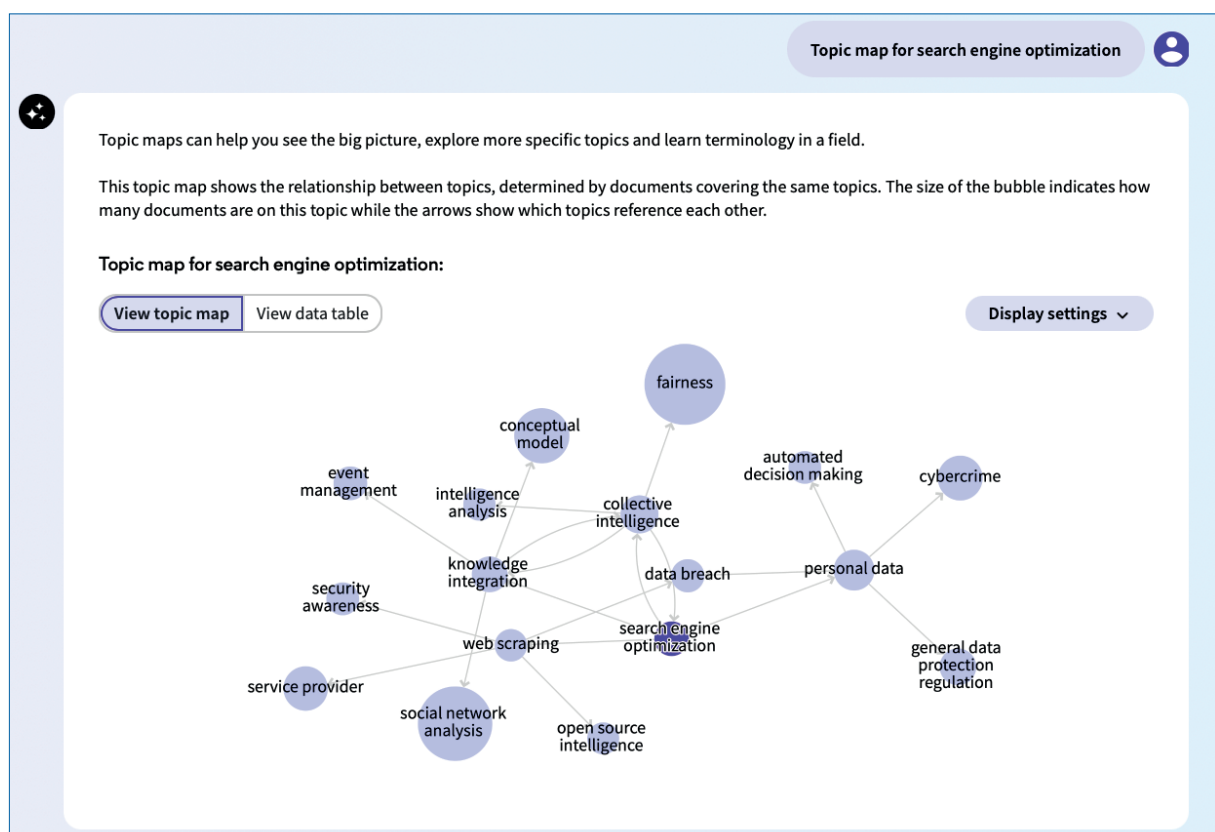


Figure 6

Topic map on SEO visualizing related concepts and their interconnection, based on the co-occurrence of themes in the analyzed documents.

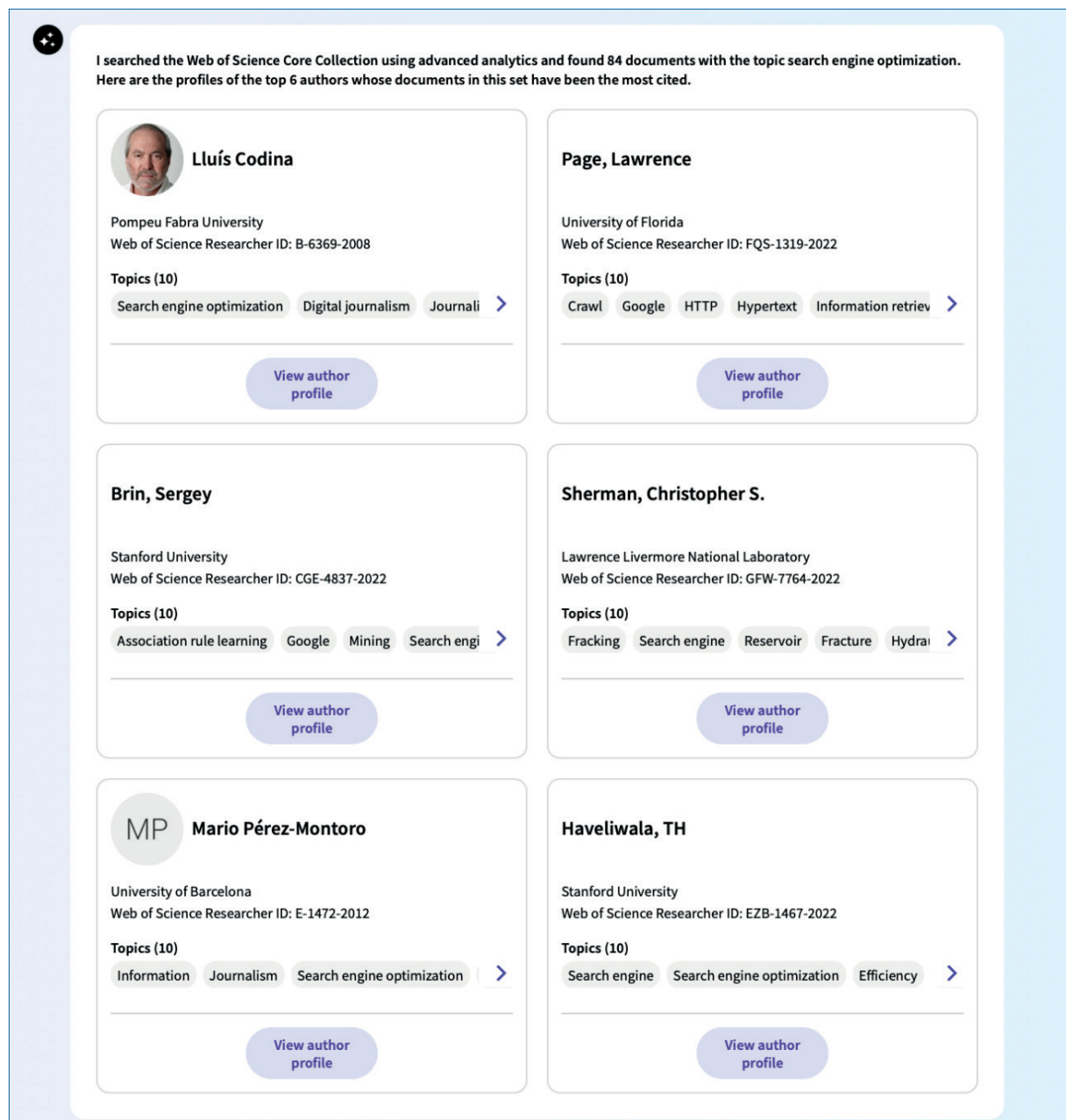


Additionally, we can create an interactive topic map. In the example presented, we once again use the topic of search engine optimization (Figure 6). At the top, it is explained that this type of visualization allows users to see the relationship between concepts within a research field, based on the documents covering those topics. The bubbles represent different themes, and their size indicates the number of documents related to each one, while the arrows show how the concepts reference one another.

In our example, the central node of the map is search engine optimization, which is connected to terms such as data breach, collective intelligence, web scraping, knowledge integration, open source intelligence, and personal data. Other related and relevant topics are also displayed, such as cybercrime, general data protection regulation, automated decision making, fairness, social network analysis, security awareness, and intelligence analysis.

Figure 7

Profiles of the six most cited authors in Web of Science related to the topic of search engine optimization (SEO).



This feature is particularly valuable, as it offers a form of representation that facilitates the exploration of subtopics, the identification of interdisciplinary connections, and the discovery of emerging trends in the field of SEO.

Another valuable feature offered by the Research Assistant is the most cited authors panel (Figure 7). In our example, for the topic of search engine optimization, 84 relevant documents were identified, and the profiles of the six authors whose works have been most cited within that set are displayed. Each author is represented in an individual card that includes their name, institutional affiliation, Web of Science researcher ID, the most frequent topics in their publications (up to 10), and a button to view their full profile. This panel provides a clear overview of the leading researchers in the field and allows users to explore their contributions in greater depth.

Figure 8

Thematic and bibliographic analysis on SEO and digital media, including a summary of key techniques, impact on journalism, and references to seminal articles.

The screenshot displays the Web of Science Research Assistant interface. At the top, a search bar contains the query: "I want to know about seminal papers on Search Engine Optimization and Digital Media". Below the search bar, the "Overview" section provides a summary of the main themes identified in the provided abstracts: "search engine optimization techniques", "content characteristics and metadata", and "impact of search engines on digital media". These themes highlight strategies for improving web visibility, the role of content and metadata in search rankings, and the influence of search engines on journalism and media practices.

The "Search engine optimization techniques:" section lists three key points:

- Various techniques, such as PageRank and the use of in-links, are crucial for achieving high rankings in search engines like Google, as demonstrated in a study of optimized web pages.
- Successful search engine optimizers recognize the importance of directories and social bookmarking sites in enhancing page visibility.
- Continuous adaptation to changing algorithms and practices is essential for effective search engine optimization.

The "Content characteristics and metadata:" section lists three key points:

- Key content characteristics, including keyword placement and frequency, significantly impact webpage visibility in search engine results.
- The implementation of metadata, particularly the subject field, plays a vital role in improving a webpage's visibility, with effective keywords derived from both the title and full text.
- A combination of content strategies, including keyword analysis and engagement with other web content creators, can enhance search engine rankings.

The "Impact of search engines on digital media:" section lists three key points:

- The evolution of digital technologies has transformed journalism, making search engine visibility critical for driving traffic to news websites.
- Media professionals are increasingly utilizing SEO practices to enhance the reach and effectiveness of their content.
- The concept of academic search engine optimization (ASEO) has emerged, focusing on optimizing scholarly literature for better visibility in academic search engines.

The "Conclusion" section summarizes the findings, stating that the abstracts collectively emphasize the significance of "search engine optimization techniques", "content characteristics and metadata", and "impact of search engines on digital media". These themes illustrate the strategies and considerations necessary for improving web visibility and the evolving role of search engines in various fields, particularly in journalism and academia.

Below the conclusion, there are options to "See less" and "Copy Text".

The "Here are some seminal papers:" section displays a list of three seminal papers:

Paper Title	Author(s)	Year	Journal	Citations	Action
The anatomy of a large-scale hypertextual Web search engine	Brin, S and Page, L	APR 1998	COMPUTER NETWORKS AND ISDN SYSTEMS	6,942	View more
Analysing Google rankings through search engine optimization data	Evans, MP	2007	INTERNET RESEARCH	92	View more
The impact of webpage content characteristics on webpage visibility in search engine results (Part 1)	Zhang, J and Dimitroff, A	MAY 2005	INFORMATION PROCESSING & MANAGEMENT	54	View more

Another very useful instruction that can be given to the Web of Science AI Assistant is to identify seminal papers on specific topics. In our case (Figure 8), we used the following prompt: "I want to know about seminal papers on Search Engine Optimization and digital media."

The result is a section titled "Overview," which summarizes three key themes extracted from the abstracts of the analyzed documents: (1) search engine optimization techniques, (2) content and metadata characteristics, and (3) the impact of search engines on digital media. The text provided by the Web of Science AI Research Assistant highlights the importance of techniques such as PageRank, metadata optimization, collaboration among content creators, and ongoing adaptation to algorithmic changes to enhance web visibility.

The result of this prompt also analyzes how SEO has influenced journalism and digital media, emphasizing the increasing use of these strategies by professionals to expand the reach of their content. In addition, it mentions the emergence of the concept of ASEO (Academic Search Engine Optimization) to improve the visibility of academic publications. The response concludes with a summary that reinforces the relevance of these three core areas in the fields of journalism and academic research. Finally, it lists seminal papers, including their title, authors, source, year, number of citations, and a button to access more information (Figures 8 and 9).

Figure 9

Continuation of the thematic and bibliographic analysis on SEO and digital media, including a summary of key techniques, impact on journalism, and references to seminal articles.

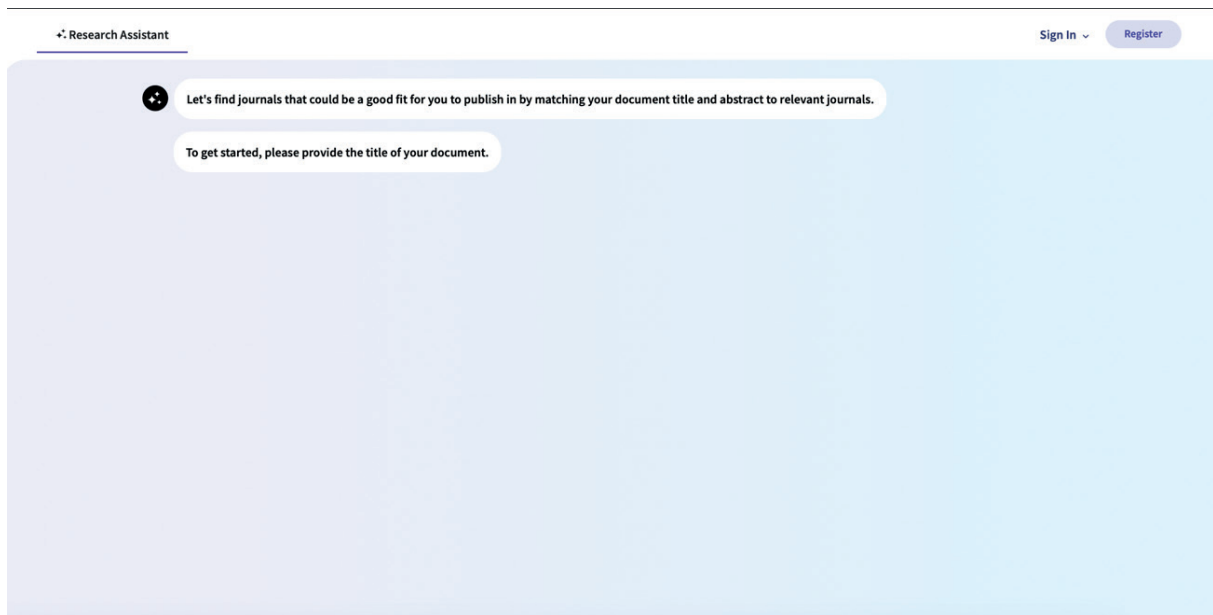
4	How to Use Search Engine Optimization Techniques to Increase Website Visibility Killoran, JB MAR 2013 IEEE TRANSACTIONS ON PROFESSIONAL COMMUNICATION	57 Citations	View more
5	What is search engine optimization: SEO? Yalçın, N and Köse, U 2010 WORLD CONFERENCE ON LEARNING, TEACHING AND ADMINISTRATION PAPERS	47 Citations	View more
6	The impact of metadata implementation on webpage visibility in search engine results (Part II) Zhang, H and Dimitroff, A MAY 2005 INFORMATION PROCESSING & MANAGEMENT	42 Citations	View more
7	INVESTIGATING SEARCH ENGINE OPTIMIZATION FACTORS IN MEDIA WEBSITES The case of Greece Giomelakis, D and Veglis, A 2016 DIGITAL JOURNALISM	52 Citations	View more
8	Academic Search Engine Optimization (ASEO) OPTIMIZING SCHOLARLY LITERATURE FOR GOOGLE SCHOLAR & CO Beel, J; Gipp, B and Wilde, E JAN 2010 JOURNAL OF SCHOLARLY PUBLISHING	97 Citations	View more

[View additional documents relevant to this response →](#)

On the other hand, Web of Science Research Assistant includes a feature that suggests suitable academic journals for publishing a specific scholarly work (Figure 10). When accessing this resource, a message from the assistant appears at the centre of the screen, stating: "Let's find journals that could be a good fit for you to publish in by matching your document title and abstract to relevant journals." The user is then prompted to provide the title of their document to begin the process.

Figure 10

Web of Science Assistant for journal suggestions, recommending suitable publications based on the document's title and abstract.



In our case, we entered the title of a manuscript: "Analysis of Google News coverage: A comparative study of Brazil, Colombia, Mexico, Portugal, and Spain" (Figure 11). In response, the assistant asks for the document's abstract, indicating that it should be a brief description of the content and research, approximately 100 words (Figure 12).

At the bottom, there is a text input field where the user must type the abstract, accompanied by an arrow button to submit it.

Figure 11

Step in the Web of Science Assistant journal suggestion process, where the abstract is requested after entering the study title.

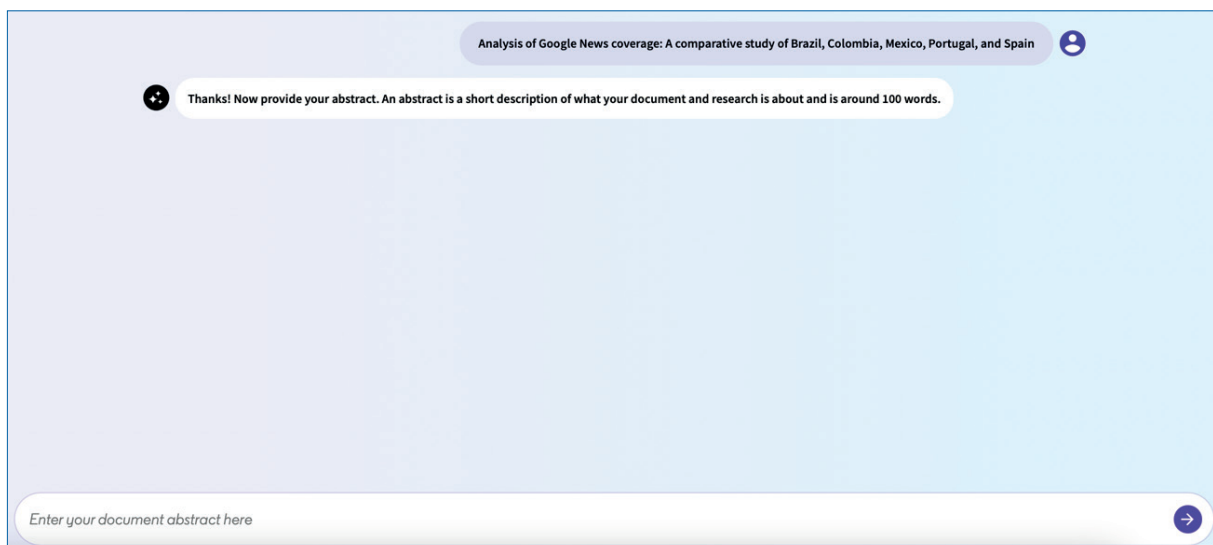


Figure 12

Example of an abstract entered into the Web of Science Assistant to receive journal recommendations, focused on a comparative analysis of news coverage in Google News across five Ibero-American countries.

+

Thanks! Now provide your abstract. An abstract is a short description of what your document and research is about and is around 100 words.

This study aims to examine the news coverage provided by Google News across five Ibero-American countries, including three from Latin America and two from Europe: Brazil, Colombia, Mexico, Portugal, and Spain. The main focus is to highlight the differences and similarities in news presentation within diverse contexts, evaluating the presence and distribution of news using quantitative indicators, and analyzing the predominant content in each country's news, based on a dataset collected between January 2 and January 31, 2024. This includes examining news sources, geographic coverage, prominent figures, and the prevalence of sensational elements through the identification of clickbaits. Our research employs statistical analyses and algorithmic solutions in natural language processing and artificial intelligence to generate results. The analyses revealed consistency in the daily delivery of content by Google News, with specific variations in the update rate across the studied countries. A diversity of news sources was observed, with a greater tendency toward local news and frequent mentions of politicians, celebrities, and businesspeople. In addition, the analyses uncovered a significant presence of clickbait, with variations across the countries and topics.

Figure 13

Results from the Web of Science Assistant showing the five most compatible journals for publication, based on the analyzed document's title and abstract.

+

Thank you! I'm now searching for journals that match your title and abstract based on keywords.

+

Here are the top 5 journals that match your documents.

SUSTAINABILITY

Match Score 0.50

Publisher

MDPI,ST ALBAN-ANLAGE 66, BASEL, SWITZERLAND, CH-4052

ISSN / eISSN

2071-1050 / 2071-1050

Web of Science Core Collection

Science Citation Index Expanded | Social Sciences Citation Index

Additional Indexes

Current Contents Agriculture, Biology & Environmental Sciences | Current Contents Social And Behavioral Sciences | Essential Science Indicators

ENVIRONMENTAL SCIENCE AND POLLUTION RESEARCH

Match Score 0.25

Publisher

SPRINGER HEIDELBERG,TIERGARTENSTRASSE 17, HEIDELBERG, GERMANY, D-69121

ISSN / eISSN

0944-1344 / 1614-7499

Additional Indexes

Biological Abstracts | BIOSIS Previews

FRONTIERS IN PSYCHOLOGY

Match Score 0.22

Publisher

FRONTIERS MEDIA SA,AVENUE DU TRIBUNAL FEDERAL 34, LAUSANNE, SWITZERLAND, CH-1015

ISSN / eISSN

1664-1078 / 1664-1078

Web of Science Core Collection

Social Sciences Citation Index

Additional Indexes

Current Contents Clinical Medicine | Current Contents Social And Behavioral Sciences | Essential Science Indicators

INTERNATIONAL JOURNAL OF ADVANCED COMPUTER SCIENCE AND APPLICATIONS

Match Score 0.19

Publisher

SCIENCE & INFORMATION SAI ORGANIZATION LTD,19 BOLLING RD, BRADFORD, WEST YORKSHIRE, ENGLAND, 00000

ISSN / eISSN

2158-107X / 2156-5570

Web of Science Core Collection

Emerging Sources Citation Index

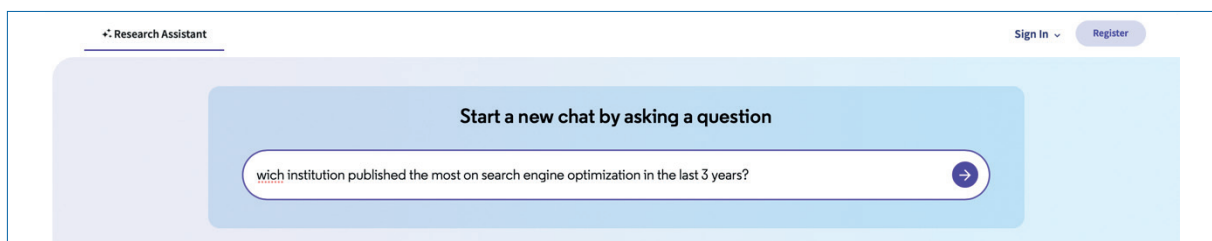
As a result of providing the title and abstract, the Web of Science AI tool presents a list of the five scientific journals that best match the content of the document, along with their respective match scores, which indicate the level of thematic alignment based on keywords and indexing areas (Figure 13). This is the last step in the journal recommendation process, offering the user publication options based on thematic relevance, academic visibility, and disciplinary coverage.

Another interesting instruction that can be given to the Research Assistant is to find out which institutions have conducted the most research on a specific topic (Figure 14). To do this, we can enter the following prompt: "Which institution has published the most on search engine optimization in the last 3 years?"

In this case, we aim to determine which institution has published the most on SEO over the past three years. This function enables the assistant to retrieve and analyze recent publications in order to identify the leading institutions in research on that specific topic.

Figure 14

Initial query in the Web of Science Assistant to identify which institution has published the most on SEO in the past three years.



The result (Figure 15) is a bar chart. At the top, it is explained that the search was conducted using publications from November 29, 2021, to November 29, 2024, based on a combination of terms related to search engine optimization. It is also noted that the query returned 137,295 documents.

The chart, titled "Institution bar chart," displays the 10 institutions with the highest number of publications on the topic. In our example, the Egyptian Knowledge Bank (EKB) stands out significantly, with over 5,500 publications, occupying the top position. This visualization offers a quick understanding of which institutions lead scientific production on SEO and related topics during the specified period. In addition to the bar chart, this instruction can also be viewed in "tree map" mode (Figure 16).

Figure 15

Bar chart showing the institutions that have published the most on SEO in the past three years, highlighting the Egyptian Knowledge Bank as the most productive.

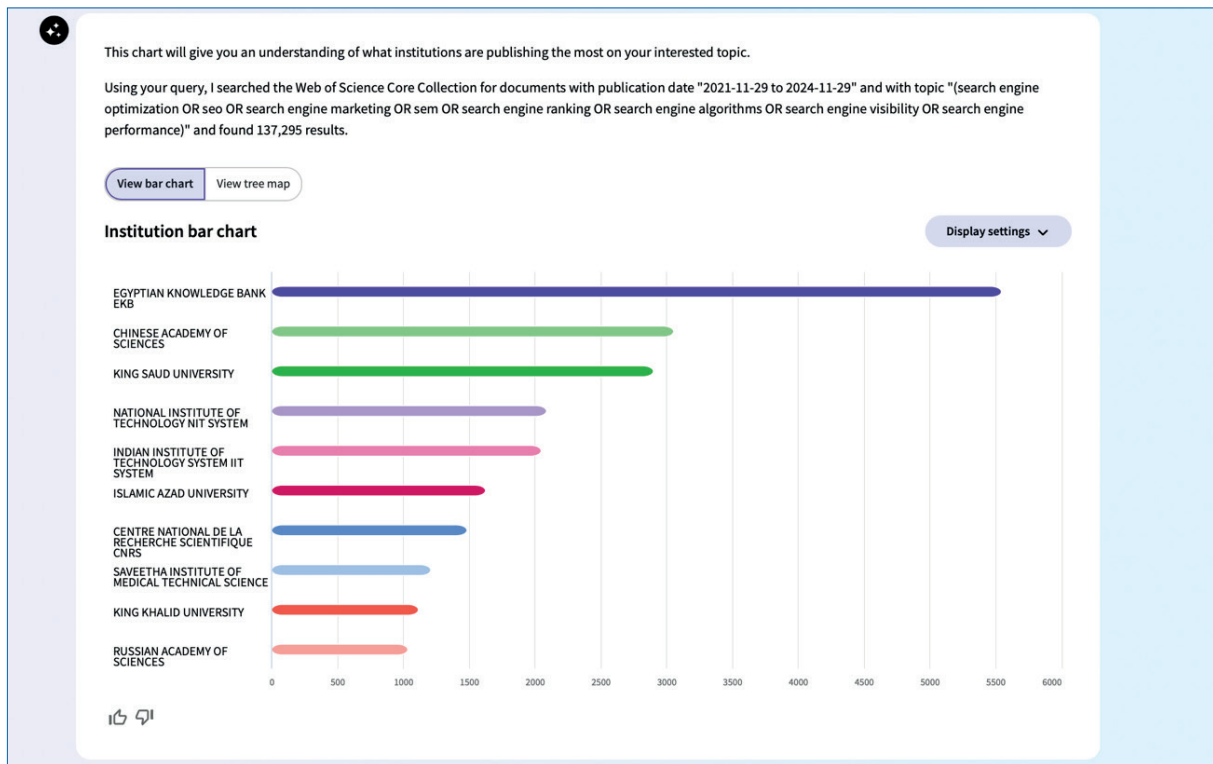
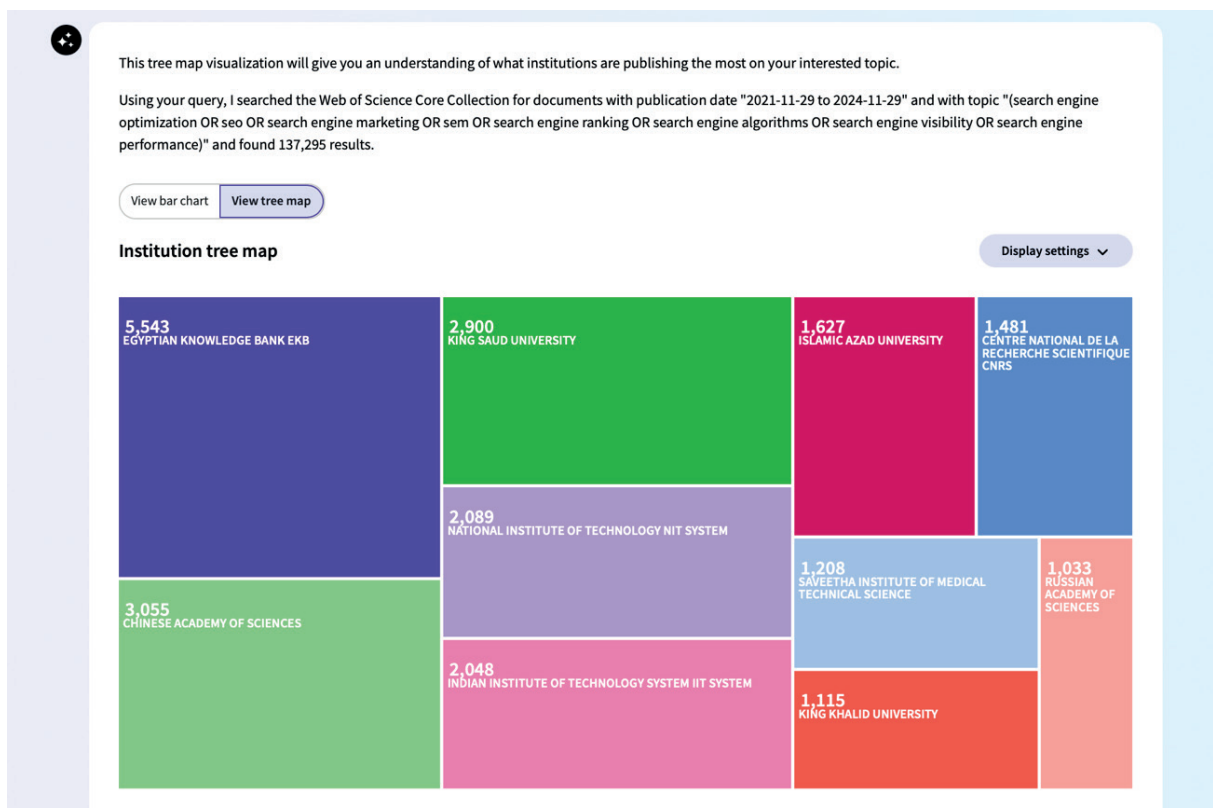


Figure 16

Tree map showing the institutions with the highest volume of publications on SEO between 2021 and 2024, led by the Egyptian Knowledge Bank.



Throughout this section, we have presented several examples of what can be done with Clarivate's AI Assistant for the Web of Science database. Although the current capabilities are already extensive, it is likely that the features offered by this tool will continue to improve and expand in the future, as AI technology continues to evolve.

4. Conclusions

As we have seen throughout this section, Web of Science Research Assistant offers a comprehensive and integrated experience that combines article summaries and analysis, personalized reports, interactive visualizations, source management and citation, and real-time feedback. All of this makes it a very interesting complement for conducting research.

It is an advanced solution that could ultimately transform the way researchers access, explore, and manage scientific information. However, although tools like this can be very useful, they do not replace the researcher's critical work. The selection of sources, the deep analysis of texts, and the construction of a solid theoretical framework remain human tasks.

In addition, it is important to take into account aspects such as ethics, transparency, and critical thinking when using artificial intelligence in research (Lopezosa, 2023b; Codina, 2025). Not everything the tool suggests is always valid, nor should all the information it offers be accepted without review (Orduña-Malea & Cabezas-Clavijo, 2023; Font-Julià et al., 2024). In short, the existence of the Web of Science Assistant should be understood as very good news, because it helps researchers do their work better, with less repetitive effort and in less time. Therefore, it is an excellent tool for starting or advancing a project.

The key, as always when using AI, is threefold: (1) not to delegate all the work to AI, but to use it to expand and guide, without allowing it to replace the researcher's role; (2) to verify assertions, sources, and factual or conceptual data; and (3) to be transparent about its use. Used in this way — as a process of layered, critical interaction — it can become a tool that permanently transforms certain ways of doing science.

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