Supercharging Your Scholarly Presence in 3 Easy Steps!

Marco Seiferle-Valencia

Open Education Librarian

marcosv@uidaho.edu
https://bit.ly/ScholarlyPres22

University *of* Idaho
Library

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marcosv@uidaho.edu

Follow along at

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Workshop Goals

A - To suggest **3 easy steps** to follow to get started with a positive, professional web presence.

B - Learning more about scholarly platforms AND scholarly social media:

- ORCID
- Google Scholar Author Profiles
- AltMetrics
- Scholarly Social Media

Stay tuned to the end for a life-changing, digital clutter hack!

What is scholarly presence?

Before the Internet: Papers and proceedings, talks and conversations at conferences, service appointments, non-peer reviewed but still scholarly writing.

After the Internet: all the above plus,

- Websites/Blogs
- Social Media - Professional and Private
- Analytics
- Research/Scholarly Profile platforms
- emerging/evolving platforms

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Burlington House, where the Society was based between 1873 and 1967

John Evelyn, who helped to found the Royal Society.

The first record of an editorial pre-publication peer-review is from 1665 by Henry Oldenburg, the founding editor of Philosophical Transactions of the Royal Society at the Royal Society of London.[13][14][15] from wikipedia

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What is scholarly presence, today??

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Scholars who are peer reviewed and published AND their social media:

- Websites/Blogs
    http://nativeappropriations.com/
- Social Media - Professional and Private
    https://twitter.com/achimogames
- Research/Scholarly Profile platforms
    - Marisa Duarte Google Scholar
- emerging/evolving platforms

Interactive Questions Set-up

Follow along with the presentation on Google slides

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Question #1 Slide

- What social media platforms do you use each day?

Question #2 Slide

- Where do you already have a professional profile?

STEP 1

CREATE YOUR PROFESSIONAL OR SCHOLARLY PRESENCE.

Intentional Scholarly Presence - why?

Our scholarly presence will be crafted for us by our personal social media if we don't "fill the void."

Creates opportunities for **collaboration** and **connection** with colleagues and across disciplines.

→ Useful for scoping and defining your own goals or areas of focus.

ORCID

- ORCID, a nonprofit organization that:
  - assigns ORCID iDs, which authors use to →
    - assert ownership of their work
    - distinguish themselves from authors with similar names.
  - plays an increasingly central role in the research ecosystem
    - data sharing
    - reusable/discoverable citations
    - government starting to require in some cases

- The University of Idaho is a member of ORCID!

ORCID

What does it mean for you:

- Creates a durable url with a unique # where you can create a digital cv and profile.

- Can automatically update publications from trusted organizations.

- You create and maintain your profile.

ORCID

An Example:

Marisa Duarte

https://orcid.org/0000-0003-3877-2797

Getting Started with ORCID

Easy registration:
https://orcid.org/register

How to use ORCID Video

https://bit.ly/ScholarlyPres22

Final thoughts on ORCID

- Might be required in some disciplines for grants and publications

- Durable, permanent URL and ID

- Automated update available - handy AND an easy way to confuse people

Commonly confused:
Digital Object Identifiers (DOI)

Creates a unique and permanent number that is assigned to a digital object (DOI).

Most interactions with DOI's will be handled at the publisher level. DOI are assigned to outputs not authors.

Google Scholar Author Profiles

- Google's Version of an ORCID-style Profile

- Holds article info, as well as citation stats

Marisa Duarte Example:

https://scholar.google.com/citations?user=RY6JOL8AAAAJ&hl=en&oi=ao

Google Scholar Advantages

- Can import to ORCID from a Google Scholar profile https://guides.lib.uiowa.edu/c.php?g=543776&p=5507274

- Automated search results can be automatically added to your profile.

Google Scholar Profile Drawbacks

- Automatic updates can be a curse, make sure to regularly check or switch to manual updates.

- Further reading on pros and cons of Google Scholar Profiles:

  https://harzing.com/blog/2018/11/google-scholar-citation-profiles-the-good-the-bad-and-the-better

Traditional Measures of Scholarly Impact - Simplified

For Articles - number of citations, quality of the journal

Journals - discipline specific rankings, Journal Impact Factor being the best known example

Journal Metrics & Rankings

- Journal Impact Factor (Web of Science data)

- CiteScore, SJR & SNIP (Scopus data)

- Google Scholar Metrics

Resources for Understanding Trad. Metrics

Journal Metrics and Ranking Video from UCD:
https://www.youtube.com/watch?v=w-pBD_n7Tjg

Citation Research and Impact Metrics from ASU:
https://libguides.asu.edu/citation/journals

Meaningful Metrics by Annie Gains:
https://www.lib.uidaho.edu/media/workshops/Meaningful_metrics_workshop.pdf

Finding Metrics on a Particular Journal

Journal Impact Factor - Web of Science

CiteScore, SJR and SNIP - Scopus

Google Scholar Metrics
https://scholar.google.com/intl/en/scholar/metrics.html

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AltMetrics

- ○ Social media shares, downloads, linking or bookmarking in certain citation managers.

- ○ Not the same as scholarly metrics but a useful addition.

- ○ Metrics-Toolkit - helpful interactive guide to the many types of metrics out there.

Finding and Using AltMetrics

AltMetrics can be added as a plugin to your browser, this allows you to view the AltMetrics for the content you are looking at.

AltMetrics FAQ:

https://help.altmetric.com/support/solutions

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Social Media and Professional Web Presence

Your social media presence also extends beyond AltMetrics into both intended and unintended channels.

Professional social media channels can help you control and define your own narratives. Think carefully about the content you want to associate with your real name/info.

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STEP 2

LOCK IT DOWN

Negative Elements of Web Presence

- Embarrassing personal content can easily be traced back to our professional lives. Colleagues may have all kinds of legitimate reasons to be Googling you and might stumble across something.

- Taking steps to lock down your accounts, considerations vary by platform.

- Batch delete old content, especially unrestricted public content like old tweets.

Step 2 "Lock It Down" Summary

- Lock down content that should be private or restricted
- Create privacy where you want and need it
- Google yourself, including from browsers or private browse mode
- Doxing is a real concern, a good policy is to not put out personal, identifiable information, _unintentionally_.

STEP 3

ENGAGE AND HAVE FUN

Advantages of Professional Social Media Engagement

- Engage and build networks in your discipline

- Interdisciplinary exposure

- Can be an accessible and powerful form of networking

- Connect for funding/job opportunities

Just a friendly reminder to tell anyone Indigenous who is checking out game development (video games to table-top to virtual reality and beyond) about #IndigenousGameDevs! We're on Discord and Facebook for sharing and coordinating.

Indigenous Game Devs
🔗 indigenousgamedevs.com

83   78

Pinker: "Women experience basic emotions more intensely, except perhaps anger" & implies this is innate. I look up his 4 citations. 3 say nothing relevant; 1 says it verbatim. I look up the 6 citations for that source. None support the claim; one claims the opposite. Welp.
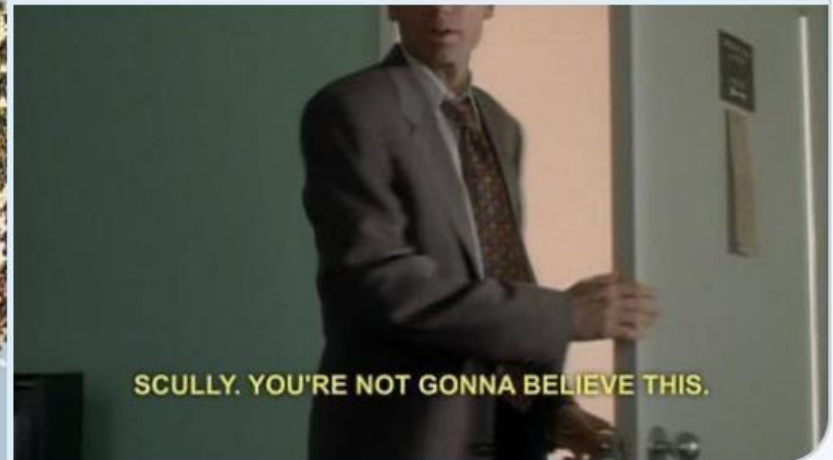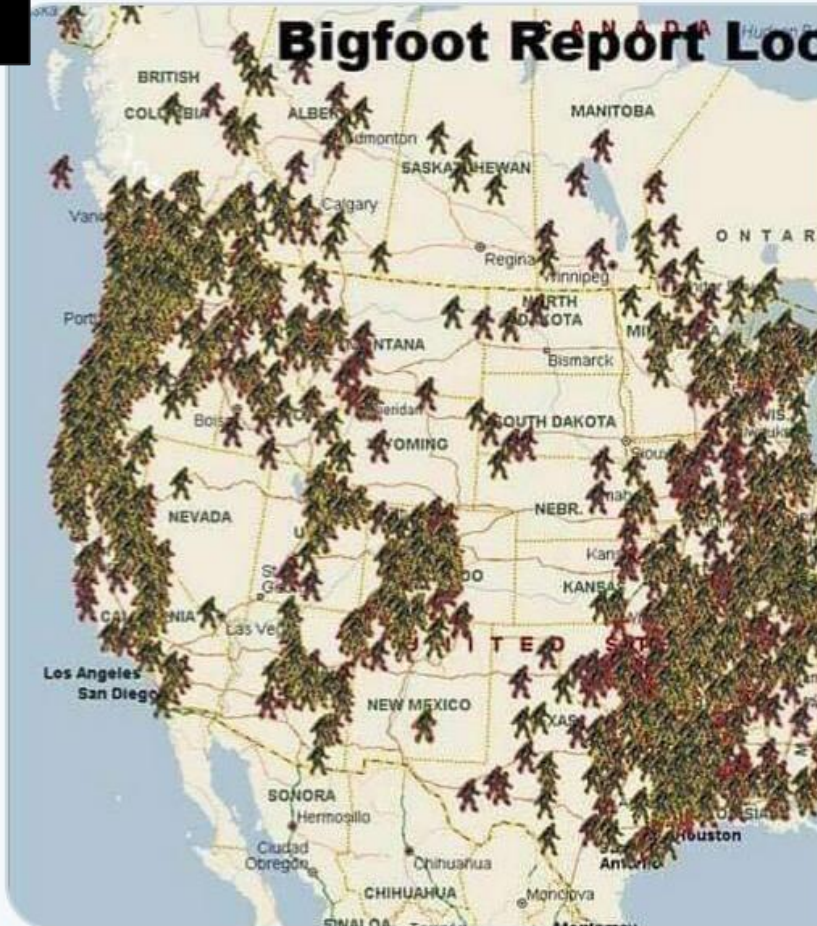
💬 55   🔁 353   ♡ 2K   ⬆

Bigfoot Report Loc

IHOP

SCULLY. YOU'RE NOT GONNA BELIEVE THIS.

222   17.6K   93.7K

Metadata as extra info

- All digital content contains hidden data which can be easily extracted and often contains more data than a user might be comfortable with, the most obvious example is the GPS or location data in pictures

Professional Web Presence Platforms

Sometimes you need other formats for capturing work history or activity that is not represented as publications.

Networked spaces also helpful for exploring network and disciplinary connections.

LinkedIn:

https://www.linkedin.com/in/jennifer-lopez-748660205

Professional Web Presence Platforms

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Networked spaces also helpful for exploring network and disciplinary connections.

Can build your own site or use a platform like LinkedIn.

Professional Web Presence

LinkedIn Resources:

[Getting Started with LinkedIn](#)

VIVO:

https://vivo.nkn.uidaho.edu/vivo/

Quasi-Academic Social and Sharing Platforms

Be cautious with Academia.edu and ResearchGate and similar sites. They are not "Open" repositories the way you might think!

Open Access vs Academia.edu and ResearchGate

	Open Access repositories	Academia.edu	ResearchGate
Supports export or harvesting	Yes	No	No
Long-term preservation goal	Yes	No	No
Business model	Typically non-profit	Commercial. Sells job postings services and your data.	Commercial. Sells ads and charges for job postings.
Sends you lots of emails	No	Yes	Yes
Wants your contact list	No	Yes	Yes
Fulfills requirements of Brunel, REF, and other funders	Yes	No	No

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Finding an Open Repository by Discipline

List of Open Repositories:
http://oad.simmons.edu/oadwiki/Disciplinary_repositories

Math Focus:
http://oad.simmons.edu/oadwiki/Disciplinary_repositories#Mathematics

Directory of Open Access journals:
https://doaj.org/

Open Plug

Publishing open increases citations and reads of your research!

Open Access Articles Attract More Citations

Sharing your research data helps too!

Professional Web Presence Overlook

- Make sure to search yourself so you know what's out there.

- Try to tie up loose end digital web-presences, be mindful that old projects might come up in your search results many years later.

- You don't have to be on all the platforms at once to be successful, pick one or two to start on and then grow your digital presence from there.

Productivity Hack

- Did you know you can use OneTab to easily track and collapse all your open tabs in Chrome or Firefox?

- You can then share them as a webpage with a QR code or url!

- OR you can restore your session.

- Tab links are saved in your browser!

Question #3 Slide

- What scholarly social presence tools are you most likely to use after today's session? Check all that apply!

Fall 2022 Graduate Student Essentials

When: Tuesdays from 12:30pm – 1:30pm

Where: Library first floor classroom (Room 120) and live via Zoom

~~**September 6**: Essential Library Skills to Ace Graduate School~~

~~**September 13**: 7 Tips To Make Your Data Management Life Easier~~

~~**September 20**: 3 Simple Tips for Expanding Your Literature Review~~

September 27: Supercharging Your Scholarly Presence in 3 Easy Steps

October 4: Web Mapping for Every Discipline – How to Use ArcGIS Online

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Thank you!

Thanks for your time and attention!

More Questions?

Contact:

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