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Academic Online Presence

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May 2022

National Library of Technology



Outline

- Academic online presence
 - Why be present online as a researcher?
- Online tools for making your research outputs more visible
- Tools for managing your online academic identity
- Author identifiers

**Why is online presence/visibility important
when working in academia?**

Why is online presence important when working in academia?

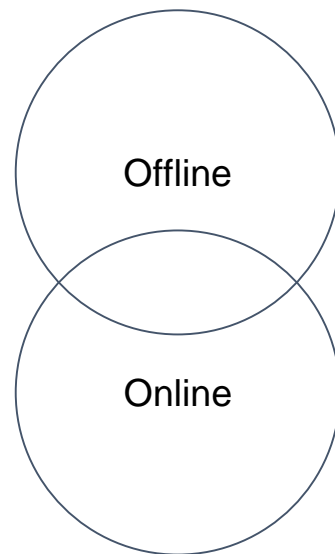
- **Career management:** having control over your overall online image and providing relevant and easy to find information to:
 - Prospective employer
 - Potential collaborators
 - People interested in your work
- **Economic reasons:** providing relevant and easy-to-find information for grant proposal investigators/reviewers, tenure committees (list of publications, projects, impact)
- **Idealistic reasons**
 - Transparency (drawing from public funds=being a public figure)
 - Public engagement (promoting scientific problems and topics; research impact on our daily lives)
- ...

What makes you visible in academia?

Research outputs/activities:

- Publications (accessibility, OA)
- Conferences
- Research projects, contract research
- Teaching materials
- Networking (both online and offline)
- Internships
- Communicating science with public
- ...
- Distinguish yourself (academic identifiers, profiles, webpages)

Researcher's activities



Online presence

Digital footprint

- Active contribution and interaction
- Anything you create and post
- It is good to keep working on it (lifelong process)

Digital shadow

- Content about you posted by others
- Information about you collected and processed automatically
- Necessary (and difficult) to control



Components of scholars' virtual identity.

[Goodier S., Czerniewicz L. Academics' online presence: a four-step guide to taking control of your visibility. 2015.](#)

Assessing and improving your online presence

Assessing and improving your academic online presence

1. Assess your current online presence

- Do a general Google search and look for your scholarly outputs in Google Scholar. Are you and your outputs easy to find online?
- Track your **metrics**
 - Citation metrics ([h-index](#),...)
 - [Altmetrics](#): measure your online impact in alternative ways, such as bookmarks of your articles in Mendeley, mentions in blogs, tweets containing links to your publications ([impactstory.org](#))
 - Other: ResearchGate.net stats, Academia.edu analytics, blog statistics...

2. Your profile as an individual

- Decide where and how actively you want to be present
 - Is there something mandatory or recommended by your institution?
 - Are there any habits you observe for others in your field?
 - Do you have all your online profiles under control and **updated**?
- Personal website
 - Do you have a webpage at your faculty/department that contains your brief biography?
 - Personal website: can be beneficial for establishing your academic profile to show your specific skills and interests that you can offer and stand out e.g. in the job market
- Is your [academic CV](#) up to date and ready?

3. Improve your availability of your outputs; share them and communicate

- Choose journals and conferences carefully
 - Avoid [predatory journal and conferences](#)
 - Be familiar with the concept of [Open Science](#)
- Use institutional repository for your articles and data to protect them
- You can create [and share](#) more content mentioning your research activities
 - Research articles ([how to promote](#) them)
 - Popular articles, institutional bulletin, university press
 - [Podcasts, vlogs, blogs, social media site of your project, ...](#)
- [Develop your academic network](#) and communicate
- Strictly divide your personal and professional life
 - Consider audience, show that you are serious about your work


Academic online presence: tools

- Author identifiers ([ORCID](#), [ResercherID \(Publons\)](#), [Scopus ID](#))
- Academic profiles ([Google Scholar](#), [Publons](#))
- Personal academic website
- Academic CV ([examples of academic career materials](#))
- Academic social media ([ResearchGate](#), [Academia.edu](#))
- [LinkedIn](#)
- Other social media
- Searching results

Academic profile example: Prof. Jiří Matas, FEE CTU

- [Google Scholar Profile](#) & Google results
- [Academic webpage](#)
- [ResearchGate](#)

Jiri Matas <https://cmp.felk.cvut.cz/~matas/>



Jiri MATAS [My old home page at U. of Surrey](#)

Professor
[The Center for Machine Perception](#)
[Department of Cybernetics](#)
[Faculty of Electrical Engineering](#)
[Czech Technical University, Prague](#)

Karlovo náměstí 13, 121 35 Praha 2, Czech Republic
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ORCID: 0000-0003-0863-4844

CV: [Publications](#) [Demos](#) (mostly outdated) [Awards](#) [Students](#)

Teaching: Pattern Recognition, Digital Image Processing, Computer Vision Methods, [Vision and Sports Summer School](#)

Service: Editor-in-Chief of IJCV, Associate Editor-in-Chief of IEEE PAMI (2009-2013), Programme Chair ECCV'04, ECCV'16, CVPR'07, General Chair CVPR'22, ECCV'22.

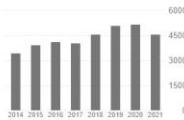
Research: Visual recognition, Tracking, Image Retrieval, Sequential decision-making, Pattern recognition, Wide-baseline Matching, RANSAC, Face detection and recognition, Biometric authentication, Colour-based recognition, Hough Transform.

Awards: 2019 [Honorable Mention for Outstanding Contribution Award](#), @ [GCCR](#), 41st German Conf. on Pattern Recognition,
R. Rozumnyi, J. Kotera, F. Sroubek J. Matas: Non-Causal Tracking by Deblatting
2017 **Best paper award**, 3rd International Workshop on Robust Reading @ Asian Conf. on Comp. Vision, M. Busta, Y. Patel, J. Matas: E2E-MLT: An Unconstrained End-to-End Method for Multi-Language Scene Text

Jiri Matas [FOLLOW](#)

Professor, [Czech Technical University](#)
Verified email at cmp.felk.cvut.cz · [Homepage](#)
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Co-authors [VIEW ALL](#)

[Josef Kittler](#) University of Surrey

[Ondrej Chum](#) CMP CTU in Prague

Jiri Matas - Center for Machine Perception

Yash Patel, Michel Busta, Lukas Neumann and Jiri Matas, L. Neumann and Matas J.: Efficient Scene Text Localization and Recognition with Local Character ...

<http://scholar.google.com/citations>

Jiri Matas - Google Scholar

Jiri Matas: Professor, Czech Technical University. Verified email at cmp.felk.cvut.cz · K. Mikolajczyk, T. Tuytelaars, C. Schmid, A. Zisserman, J. Matas, ...

https://cs.wikipedia.org/wiki/Jiří_Matás · [Translate this page](#)

Jiří Matas - Wikipedia

Tento článek je o českém vědci v oboru využití počítačů. O českém fyzikovi (1906–2015) pojednává článek Jiří Matas (fyzik) prof. ing. Jiří Matas, ...

<https://www.nfneuron.cz/person/jiri-matas>

Jiří Matas | NF Neuron

Professor Matas works at the Center for Machine Perception, Technical University in Prague. His research focuses on computer vision, recognition, machine learning and sequential decision making.

<https://www.sfnscs.cz/technika/jiri-...> · [Translate this page](#)

Jiri Matas [Czechoslovakian scientist](#)

Born: August 6, 1964 (age 56 years)

Edited works [View 5+ more](#)

Computer Vision – ECCV'22

Computer Vision – ECCV'22

Computer Vision – ECCV'22

Computer Vision – ECCV'22

Author identifiers

Author identifiers

Features	ORCID (Open Research & Contributor ID)	ResearcherID (Publons)	Scopus Author Identifier
How to get author identifier?	Create your profile at orcid.org . You can join all your author IDs in ORCID.	Create your author identifier (ResearcherID) on Publons and import your publications from the Web of Science.	Author identifier will be generated automatically if you have at least one publication in Scopus. You can edit author profiles (Edit profile tool) or using Author Feedback Wizard or Support. Merging profiles is possible on the results page.
How to link your publication with your ID?	You can import from many platforms (WoS, Scopus, arXiv) or add manually.	Manage via Publons*: You can import your citations from Web of Science, ORCID, via DOI or add them manually.	Imported automatically from Scopus, add manually in Edit profile.
Supporting platforms	Open non-profit initiative	Web of Science	Scopus

- Link all papers published under different variants of your name.
- Distinguish papers written by other authors with the same name.
- Create your author profile.

* Publons profiles will be moved into the Web of Science in April-May 2022.

ORCID

- [ORCID](#) (Open Researcher and Contributor ID)
- Features: ORCID identifier registration, profile administration, and searching for other researchers
- Free of charge
- [Link your ORCID profile](#) to your institutional or social media profiles and use several options to [sign into ORCID](#)

The screenshot displays the ORCID iD profile for Nadezda Firsova. The header includes the ORCID logo and navigation links: ABOUT, FOR RESEARCHERS, MEMBERSHIP, DOCUMENTATION, RESOURCES, and NEWS & EVENTS. The profile section on the left shows the ORCID ID (https://orcid.org/0000-0003-1288-2103), a public record print view, a QR code, and other identifiers like Scopus Author ID and ResearcherID. The main content area is divided into sections: Biography, Employment (1), Education and qualifications (3), Invited positions and distinctions (0), Membership and service (0), Funding (1), and Works (2 of 2). The Employment section lists a position at the National Library of Technology in Prague. The Education section lists a grant from the Internal Grant Agency of the Faculty of Economics and Management at the Czech University of Life Sciences. The Works section lists two publications, one in Terra Economica and one in a conference paper.

Example of ORCID profile

ORCID

- Add your [other identifiers to your ORCID record](#)
- Add your papers via Search & link wizards, DOI or manually
- [Visibility settings](#)
- Use “[trusted organizations](#)” for managing ORCID records
- Be aware of the [ORCID Trust program](#)

Publons Clarivate

[Return To Publons](#)

Account sign in & security

You can manage emails, create or change your password, connect sign in methods, and request deletion of your account.

Your account sign in & security changes will apply to Web of Science, EndNote, ResearcherID, Publons, and other Clarivate products.

Emails	Password	Connected accounts	Delete account
Connected accounts provide flexibility in sign in options. We do not post back information to your social accounts. If you remove a connected account, your email address will not be automatically removed. You can remove the email address from the Emails tab.			
Connected Accounts			
r.firsova.scn@gmail.com		Last sign in: 21 Oct 2021 12:35 AM	
More Options			
Facebook		Connect	
LinkedIn		Connect	
ORCID		Connect	
Google		Connect	
Wechat		Connect	

Scopus | ORCID

1 | Select profiles 2 | Select profile name 3 | Review publications 4 | Review profile 5 | Send Author ID 6 | Send publications

Please select all profiles that contain publications authored by you and click the next button to continue.

Firsova, Nadezda

Author ID 57222758528

Documents 1

Affiliation Czech University of Life Sciences Prague

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Example of linking ResearcherID and Scopus Author Identifier to ORCID

ResearcherID and Publons

- [Publons](#) is a scientific profile for tracking your publications, citation metrics, peer reviews and journal editing contribution
- Powered by the Web of Science
- Integration with ORCID
- [ResearcherID](#): a unique author identifier on Publons, Web of Science, and InCites
- April–May 2022: [announced](#) moving Publons profiles to WoS

The image displays two screenshots of scientific profiles. The top screenshot is a Publons profile for Milan Jirasek, showing a summary of his research fields (Computational Mechanics), most cited publications (Nonlocal Integral Formulations of Plasticity and Damage: Survey of Progress), and a table of metrics: 118 publications, 4,153 total times cited, 31 H-index, 255 verified reviews, and 1 verified editor record. The bottom screenshot is a Web of Science ResearcherID profile for the same individual, showing his affiliations (Czech Technical University in Prague, University of Glasgow, Ecole Polytechnique Fédérale de Lausanne), awards (Top reviewers in Engineering), and a table of metrics: 31 H-index, 110 publications in Web of Science, 4,153 sum of times cited, 2,971 citing articles, 255 verified peer reviews, and 1 verified editor record. Both profiles include a bio, a photo, and a list of organizations.

Publons Profile (Top):

- Summary:** Milan Jirasek, Top peer reviewer, Professor - Department of Mechanics, Czech Technical University in Prague.
- Metrics:** PUBLICATIONS: 118, TOTAL TIMES CITED: 4,153, H-INDEX: 31, VERIFIED REVIEWS: 255, VERIFIED EDITOR RECORDS: 1.
- Research Fields:** COMPUTATIONAL MECHANICS.
- Most cited publications:** Nonlocal Integral Formulations of Plasticity and Damage: Survey of Progress (WEB OF SCIENCE), Published: May 2022 in: Journal of Engineering Mechanics, DOI: 10.1061/(ASCE)0739-9599(2022)128:11(1119).

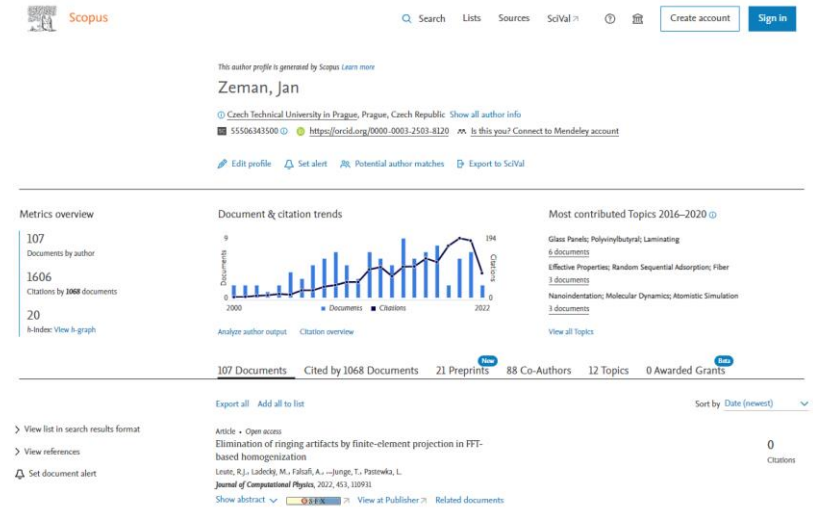
Web of Science ResearcherID Profile (Bottom):

- Profile:** Jirasek, Milan, Top peer reviewer, Czech Technical University in Prague, Web of Science ResearcherID: B-7504-2008.
- Published names:** Jirasek, Milan, Jirasek, M, Jirasek, M, Grassl, Peter, Grassl, P.
- Organizations:** 1994-2021 Czech Technical University Prague, 2006-2016 University of Glasgow, 1995-2003 Ecole Polytechnique Fédérale de Lausanne.
- Awards:** Top reviewers in Engineering - September 2018, Top reviewers for Engineering - September 2016.
- Other identifiers:** https://orcid.org/0000-0001-5795-9587.
- Metrics:** 31 H-index, 110 Publications in Web of Science, 4,153 Sum of Times Cited, 2,971 Citing Articles, 255 Verified Peer Reviews, 1 Verified Editor Records.
- Author Impact Beamplot Summary:** A bar chart showing citation percentile over time.

Example of Publons profile and WoS profile

Scopus Author Identifier

- [Scopus Author Identifier](#) enables to you to distinguish authors with similar names in Scopus and to group all documents written by the same author
- [Author Feedback Wizard](#) for managing the author identifier



Example of Scopus Author Identifier

Academic online presence: tips & tricks

- Put effort into proper ORCID profile setting (it can help you with visibility and maintaining an up-to-date publication list)
- Create your academic CV and keep it up-to-date
- Choose relevant online profiles or social media and take care of them (up-to-date, be thoughtful about nicknames and content you share)
- Keep in mind that [a social networking site is not an open access repository](#)
- Be aware of the results of your name searching via Google, Google Scholar, and Bing (or other search engines)
- Cross-link and check consistency with profile pictures and variations of your name

Get Assistance

Schedule a [remote consultation](#):

- Please don't be shy; [our team](#) includes doctoral students who know the issues you face.
- We also provide consultations about creating a comprehensive search strategy and organizing yourself as you begin a specific writing project.

Useful links:

- [STEMskiller](#): comprehensive skills set map for early career researchers
- [LaTeX support](#)
- [Bibliometric services](#)
- [Subject guides](#)



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Eva Karbanová

eva.karbanova@techlib.cz

Thank you

Questions?