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National Library of Technology

Academic Online Presence

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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?

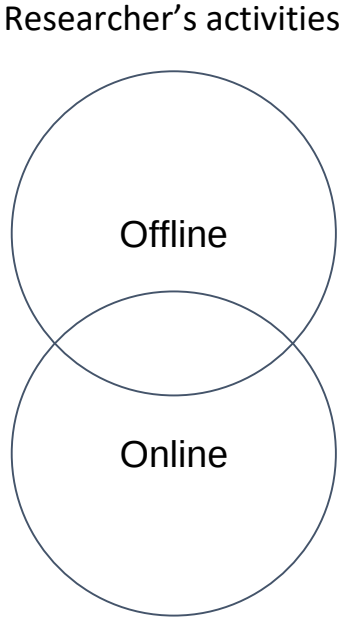
Why is online presence important when working in academia?

- **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)



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

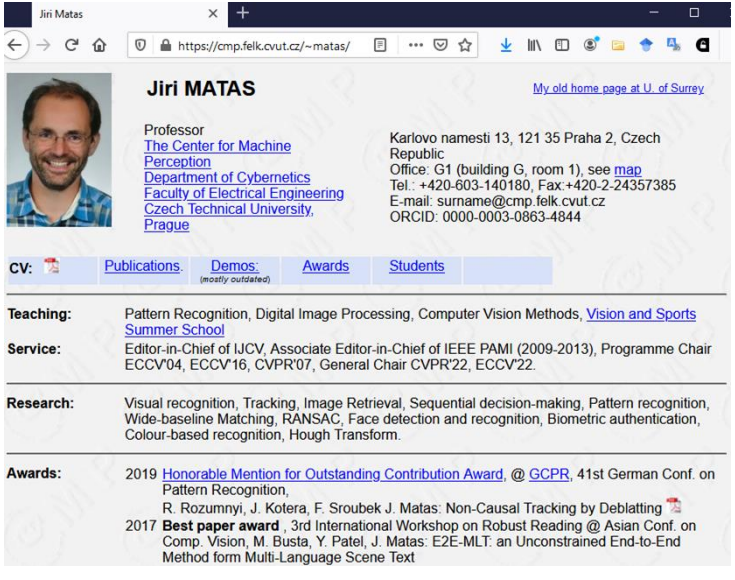
Academic online presence: tools

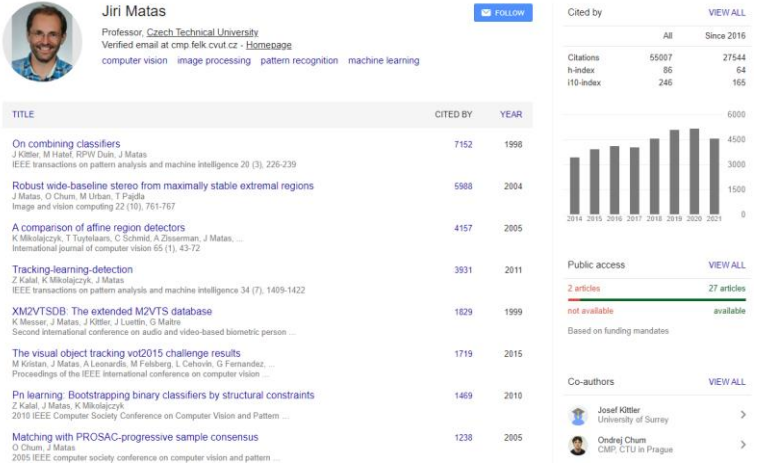
- Author identifiers (ORCID, ResercherID (Publons), Scopus ID)
- Academic profiles (Google Scholar, Publons)
- Personal academic website
- Academic CV (examples of academic career materials)
- Academic social media (ResearchGate, Academia.edu)

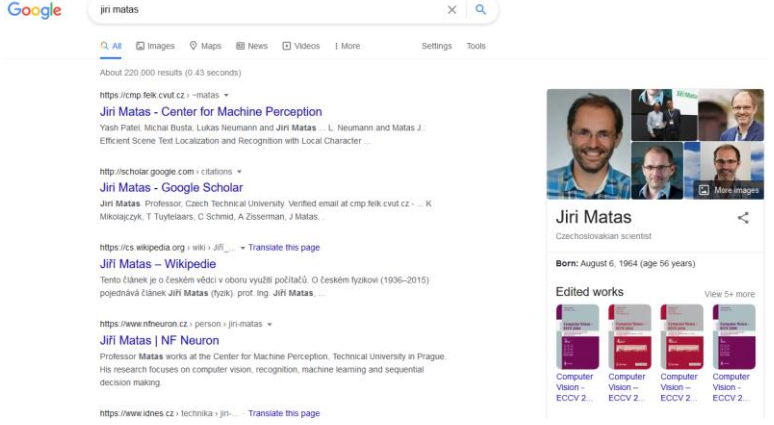
- LinkedIn
- Other social media
- Searching results

Academic profile example: Prof. Jiří Matas, FEE CTU

- Google Scholar Profile & Google results
- Academic webpage
- ResearchGate







Author identifiers

Author identifiers

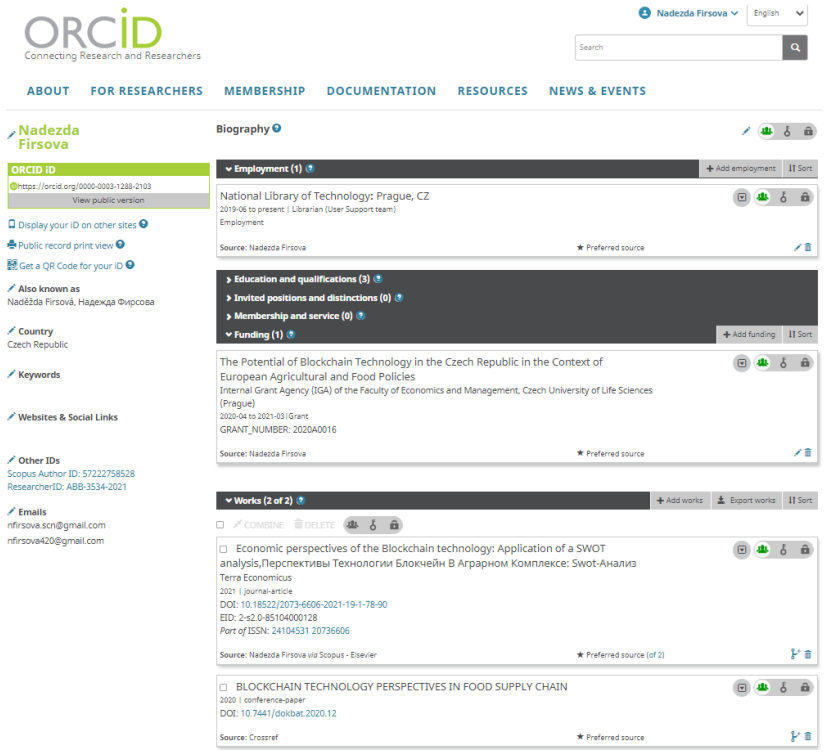
Features	ORCID (Open Researcher & Contributor ID)	ResearcherID (Publons)	Scopus Author Identifier
How to get author identifier?	Create your profile at orcid.org. You can join all your author IDs in ORCID.	Create your author identifier (ResearcherID) on Publons and import your publications from the Web 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

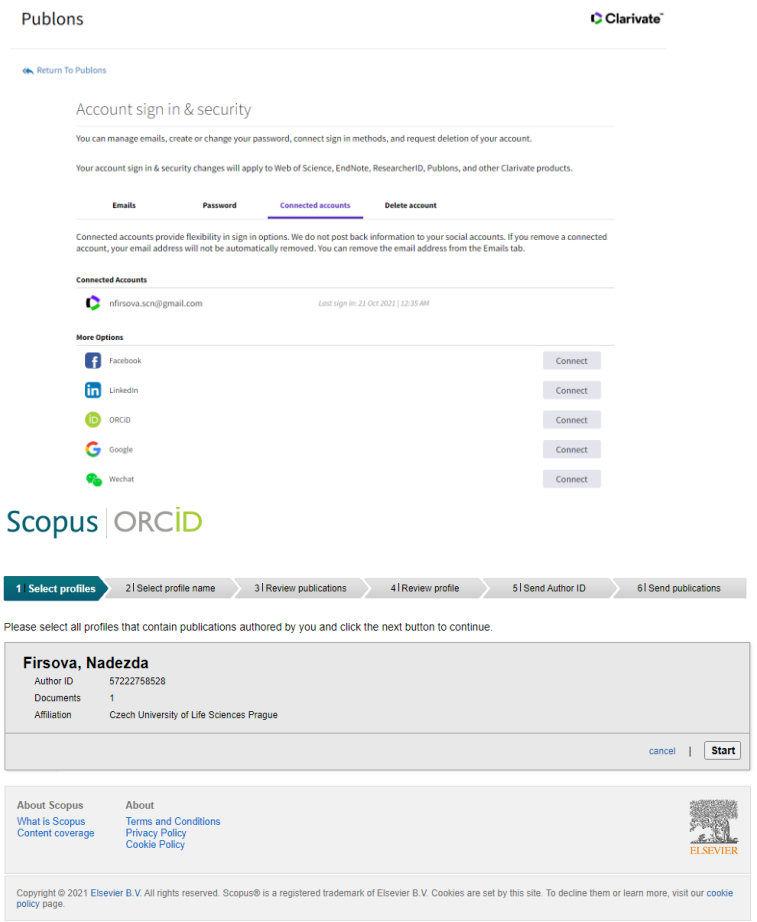
- ORCID (**O**pen **R**esearcher and **C**ontributor **ID**)
- Features: ORCID identifier registration, profile administration, and searching for other researchers
- Free of charge
- Link your ORCID profile to your institutional or social media profiles and use several options to sign into ORCID



Example of ORCID profile

ORCID

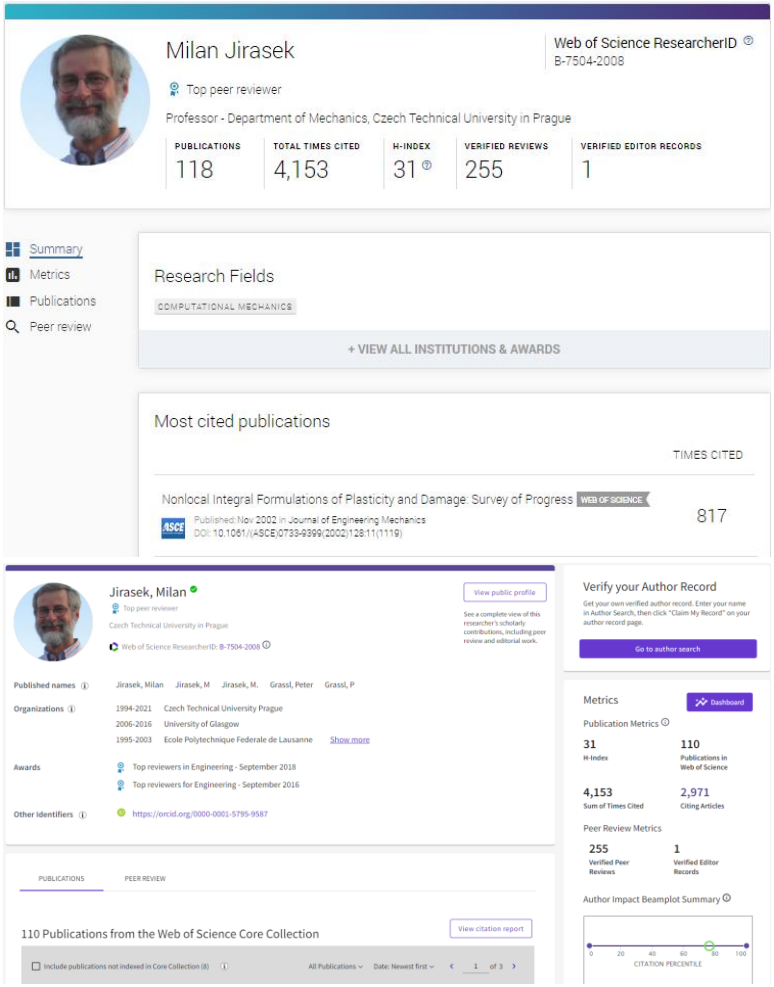
- Add your other identifiers to your ORCID record
- Add your papers via Search & link wizards, DOI or manually
- Visibility settings
- Use “trusted organizations” for managing ORCID records
- Be aware of the ORCID Trust program



Example of linking ResearcherID and Scopus Author Identifier to ORCID

ResearcherID and Publons

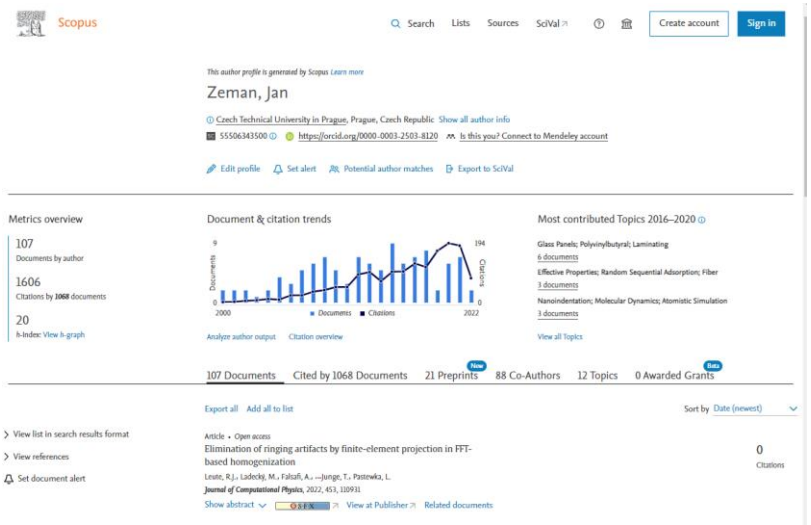
- Publons is a scientific profile for tracking your publications, citation metrics, peer reviews and journal editing contribution
- Powered by the Web of Science
- Integration with ORCID
- ResearcherID: a unique author identifier on Publons, Web of Science, and InCites
- April–May 2022: announced moving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



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

Inspired by Library of Washington University in St. Louis research guide *There is no I in Research: Scholarship lessons for undergraduates: Identity, Research and Scholarship in the Digital Age*

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

Contacts

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Thank you

Questions?