Edinburgh Napier UNIVERSITY

Creating and improving your online research presence

Overview

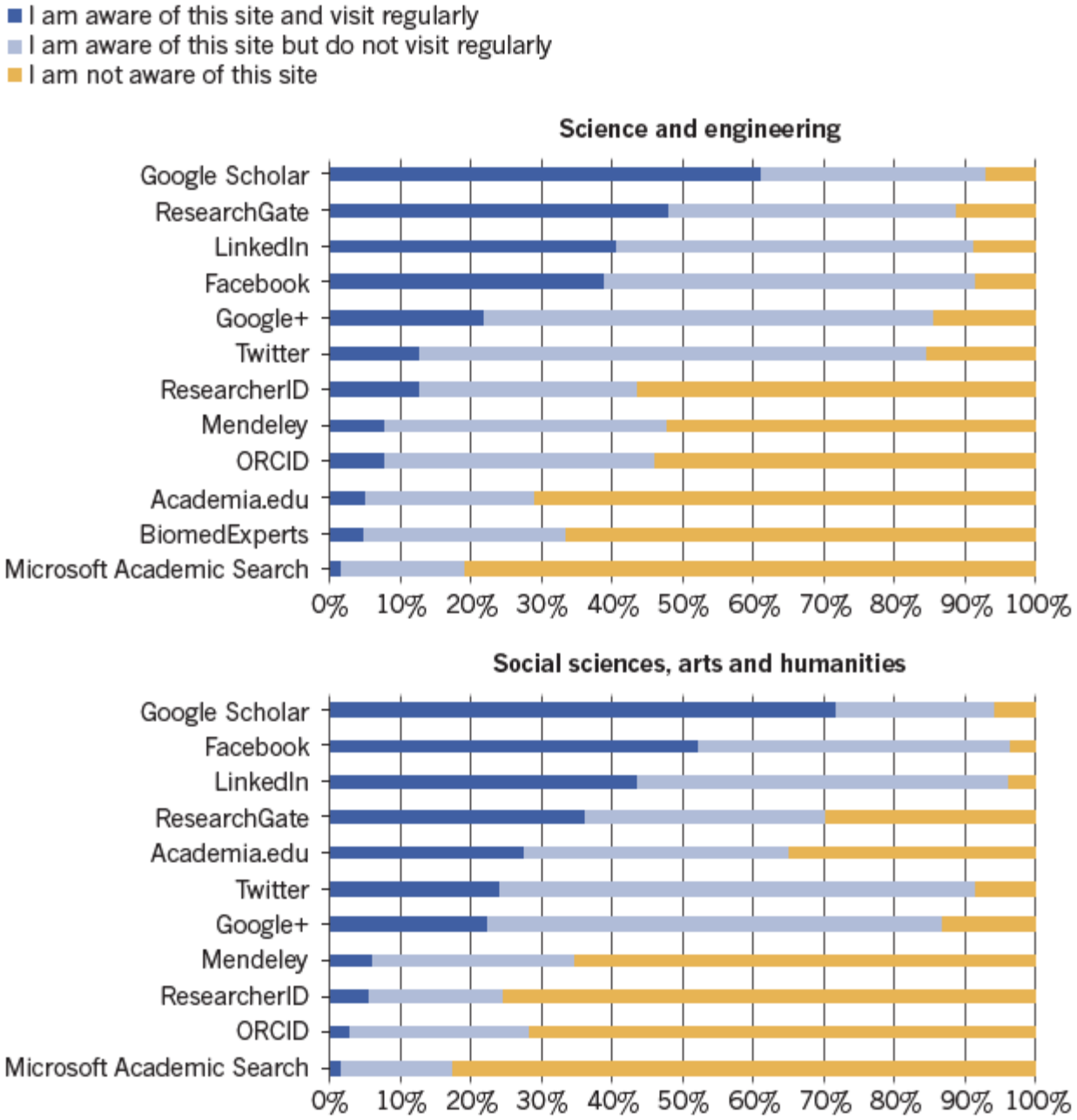
- Finding and using online research communities.
- Twitter/Facebook/LinkedIn.
- The art of research blogging.
- Open Access publishing/Edinburgh Napier research repository.
- Your digital footprint and its impact.

Online presence

- Research:
  - Disseminate your research far & wide
  - Find out about other people's research
  - Find information to support your research
  - Increase the chances of your work (new & old) being cited
- Engagement
  - With other academics that you might not otherwise "meet"
  - With non-academics – funders, companies and the general public
- Doing something different
  - Disseminate your research in new ways, find new angles, do things visually or creatively.
  - New experiences and new ideas

Van Noorden, R. (2014), Online collaboration: Scientists and the social network, Nature, Vol512, Issue 7513: http://www.nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

More than 3,000 scientists and engineers told Nature about their awareness of various giant social networks and research-profiling sites. Just under half said that they visit ResearchGate regularly. Another 480 respondents in the humanities, arts and social sciences were less keen on ResearchGate.



Online research/academic communities

- Sharing, collaborating, making new contacts
- Look to see which are being used by your peers/the audience you want to reach.
- Different tools have different uses.
- Take time to set up your profile.
- See if you can link services together to save time.
- Manage the number of alerts – easy to be swamped.

ReasearchGate

Pros	Cons
Users limited to those connected to an academic institution.	Users limited to those connected to an academic institution.
Some automated uploading of articles.	Lots of members but not everyone is active.
RG Score – metrics on “reads” & citations.	Spam emails.
Ask & answer questions (publically available via Google).	Profile problems.
	Serious copyright implications.

Academia.edu

Pros	Cons
Anyone can join.	Most active users are PG students, more senior researchers are slowly joining.
Social networking emphasis makes it easy to use.	Serious copyright implications.
Not just articles, submit teaching materials, non-traditional research.	
Metrics for the platform – profile looks, papers read etc.	

Mendeley

Pros	Cons
Good collaboration tools – private and public.	Now owned by Elsevier…could mean change…
Metrics for readership etc.	Still more emphasis on reference manager service than network service.
Several options for uploading papers.	Doesn't have as many institutional links/overviews as other tools.

Figshare

Pros	Cons
Share everything – raw data	Doesn't mean you are complying with funder obligation of open access
Gives citations to non traditional types of materials	Double check with funder/university/collaborators if data can be shared – think about IP
Altmetrics links	

Discipline Specific

- Many professional societies now have specific research or knowledge groups to encourage collaboration, dissemination and public engagement.
- IEEE – Knowledge Groups
  - Share information, find collaborators, find out about conferences, calls for papers etc.
- NHS Research & Development Forum
  - Collaboration, guidelines, access to other agencies via NHS.

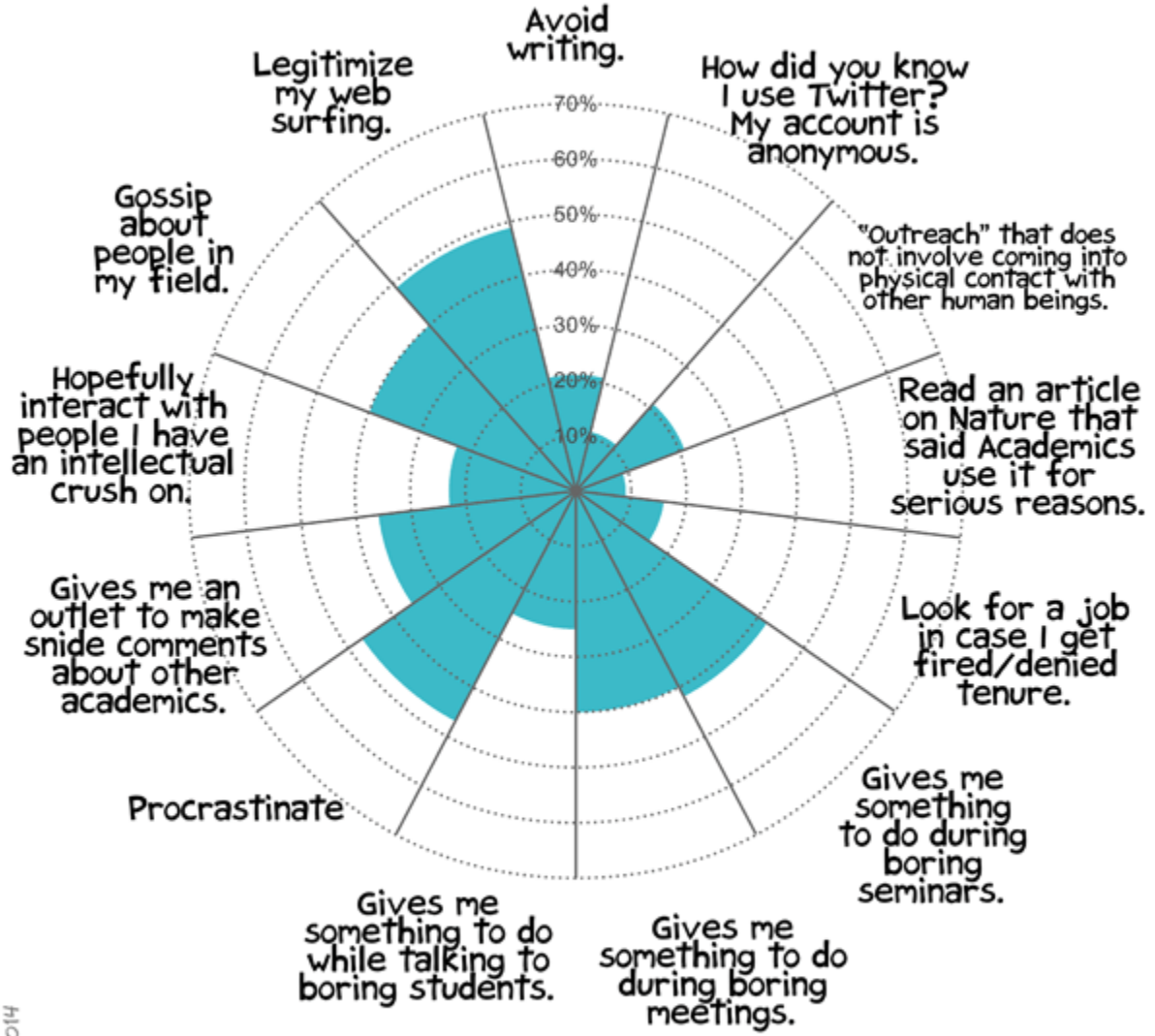
Unique author identifier systems

- To help identify a researcher and their work. Very useful for those with common names or those who change their name.
- ORCHID – free – community driven
- Researcher ID – Thomson Reuters– Web of Science
  - Can link this to ORCHID

Social media

- You don’t have to use all social media tools. Again think about purpose and audience.
- Be smart. Take time to understand ways to make these tools work for you. Learn how to link/synch accounts…write something once, share it 5 times etc.
- Personal vs professional accounts…
- Twitter
- Facebook
- LinkedIn
- Google Scholar Profile

Why Academics *REALLY* Use Twitter



www.phdcomics.com

Original graph from: nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

Twitter and research

- An easy way to find out how subjects of your research or potential audience for your research are actually talking about the topic.
- Find out about events and news – then link your work to these – increasing your exposure
- Attend events virtually by the tweets of others. Reply to tweets, discuss your work!
- Be brave – ask for feedback on new research ideas, find people to work with!
- Don’t make too much “noise”, the odd photo of your dog is nice, but people will unfollow if you don’t keep on message!

Twitter

- Make sure you set up your profile – link to blog, university website etc.
- Tweets can be automated & organised
  - links to a blog post feeding into twitter
  - Got a creative urge? Going to be on holiday? Your audience is in Australia? Use a scheduling service to send them. Hootsuite very popular.
- Increase the reach of your tweet:
  - Use conference /event hashtags – take photos - live tweet
  - Include others in your tweet
  - Ask for a retweet
- Use hashtags for online chats/groups to network (or create your own) #PhDchat

Twitter

- You tweet. What about your research group? Your collaborators, your commercial partners? Tweet each other to extend your reach!
- Twitter Lists – join a list of create your own. Read tweets from a specific group of people.
- Add twitter button to your website or blog – better still, embed your twitter feed into the webpage/blog.
- Use Tweetdeck to help manage your twitter feed
  - Schedule tweets
  - See several timelines at once
  - Create ‘collections’ – organize tweets by topics etc. Can be useful when gathering information for research

Facebook

- Mainly used to keep in touch with students, but can be used by researchers.
- Instead of individuals, make a Facebook page for your research group.
- Use Facebook groups to meet others.
- Create events.
- Be wary of privacy issues
  - Your name, your friends and things they might post about you
  - If you decide to use Facebook to advertise your research study, think about the privacy of participants, the ethics of recruiting participants etc.

LinkedIn

- Take time to set up your profile. What do you want from this? Who do you want to reach?
- Connect with the people you actually know, then look at their connections & ask to be introduced by your mutual contact.
  - Put some effort into this: Succinctly outline what you want from Mr X and what you think you can give back to Mr X.
- You can control the skills people can endorse you for! And you can reorder the list to keep the endorsement most useful to you at the top!
- Link to LinkedIn!

Google Scholar Profile

Basic profile fairly quick to set up.

You need to spend a little bit of time sorting the automated list of publications.

You can export publication list but it's rough & ready.

Metrics for Google only…

but citations in everything e.g.

undergraduate papers, slides etc.

Blogging

- It can significantly raise your profile!
- It can be a stepping stone
  - At a conference, blog about it & send link to the conference organisers, they may link to it
  - A blog post can spark ideas, can become the genesis of an article or review
- Blogging should give you an outlet to write, to think, it shouldn't be "another chore"!
- Set yourself realistic goals!

Blogging

- Why are you blogging?
  - Your research project
  - General research/topic coverage
  - Reach a particular audience?
- What am I going to write?
  - Is it interesting or useful?
  - Overall theme to the blog, or different posts?
  - Doesn't have to be new, doesn't have to be exciting. As long as it relates to your area of work or is something that your audience will find interesting.
  - One idea can produce several blog posts.
- Where to blog?
  - It doesn't matter which blogging platform you use. It's about linking to and from the blog: twitter, university webpages etc.

Blogging tips

- Scared? Start by doing a guest post on a friend's blog or ask collaborators to create a joint blog.
- Break up the text! Paragraphs. Use sub-headings. Use images – photos, graphs…
- Use tags – it'll help you to check what you've written before, link your ideas/arguments and it helps your readers to find what they want.
- Check links work, supply full references.
- Be clear on what you know & what you don't!
- Some tools such as Figshare now give blog posts a DOI, which could help to get the blog cited.

ENU Research Repository

- A university mandate to deposit research and increasingly a funder requirement in terms of open access.
- Linked to LibrarySearch to help increase discoverability.
- Act on Acceptance once your work is accepted, make sure it goes into the repository – essential for REF eligibility.

Open Access publishing

- The positives are starting to outweigh the negatives!
- Great for early career researchers/those returning to research.
- Publication considerably quicker than the traditional publisher journals.
- Most major publishers have Open Access titles –can be a stepping stone to the high ranking titles!
- Quick way to check for cowboys: Beall's list of predatory publishers/open access journals https://scholarlyoa.com/publishers/

Your Digital Footprint

- Making sure you have an effective online presence
  - Linking your tools/accounts
  - Doing regular maintenance – check links, update information.
  - Evaluate the impact you have? Need to do something different? What works for one project might not work for the next.
- Your privacy and the privacy of others.

Avoiding Profile Fatigue

- Don’t try to do everything all at once.
- Don’t try to do everything! Quality vs quantity!
- Benchmark – what are your peers doing. What’s working & what isn’t.
- Look at alternatives: You hate writing blogs, why not do a vlog, or use Instagram?
- Team up with a colleague to share your online / networking skills.
- Find tools to help you link accounts.