

Developing your professional online presence : An Introduction

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Goals

At the end of this session you will be able to:

- Understand the importance of creating a professional online presence (POP)
- Identify best practices for managing your POP
- Provide examples of platforms and tools used to promote research expertise and experience

Your poll will show here

1

Install the app from pollev.com/app

2

Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help

or

[Open poll in your web browser](#)

Questions

- A. Do you have an ORCID?
- B. Do you have a ResearchGate profile?
- C. Do you have a LinkedIn profile?
- D. All the above?

Why should I care about my online presence

- To make your research and teaching activities know
- To increase the chance of publications getting cited
- To facilitate correct attribution of names
- To increase the chance of new contacts for research cooperation and funding

Def. | Done over the Internet



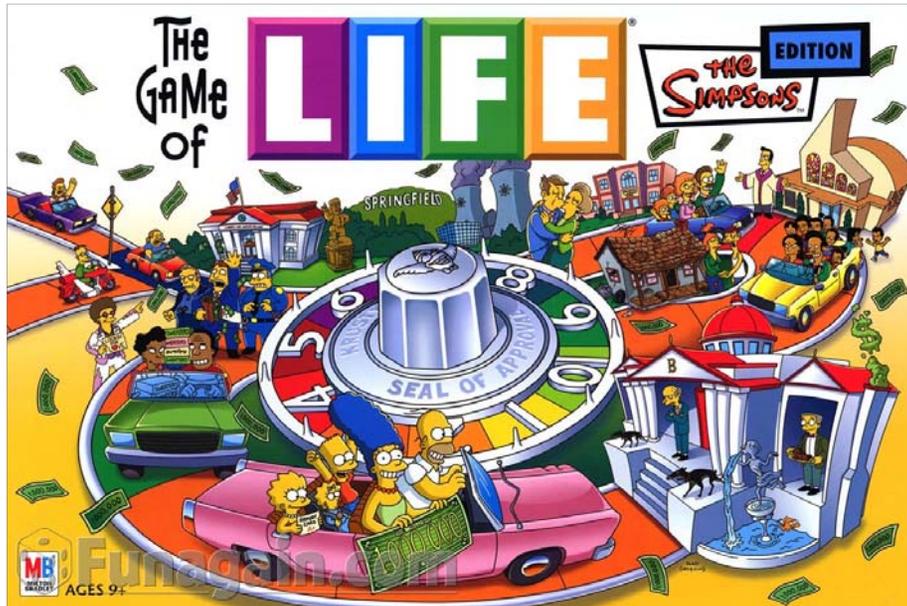
Online presence

Most of us already have an online presence

How have you define it until now?
Is it scholarly or professional?
Social approach?
What we want to do with it?
Does it support your professional identity?

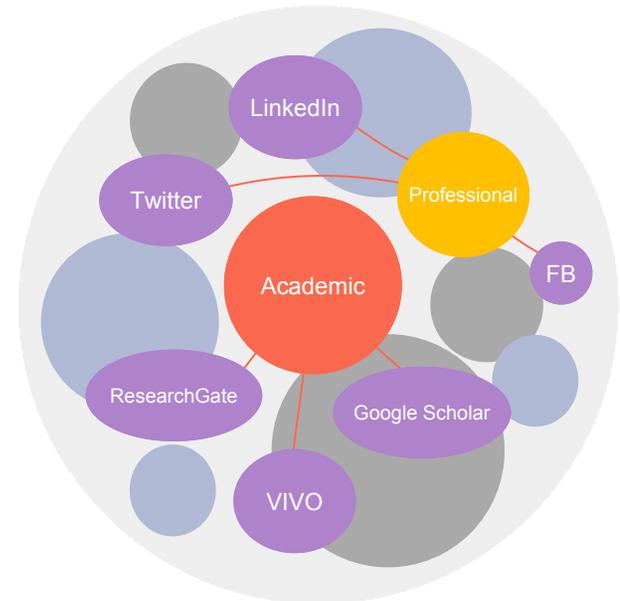


Def. | The actual person or thing that is present



*You must consider if you want to pursue an academic/research path or a professional job.

Environments & Identities

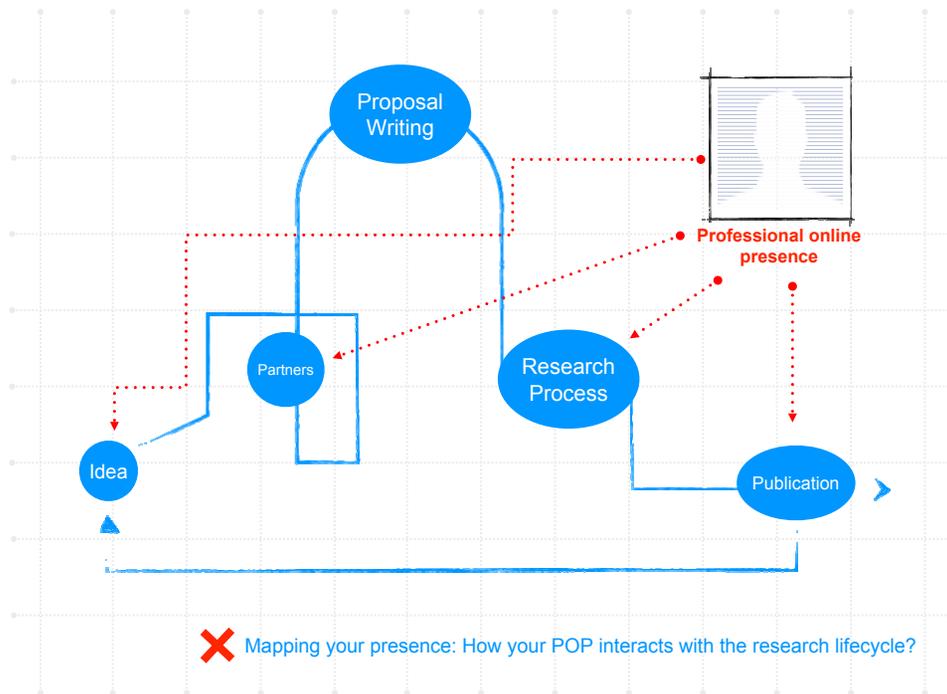


“Your digital identity online, defined as ‘the extent to which others can identify you online as a scholar, is central.’”

–Sarah Goodier & Laura Czerniewicz

“A professional online presence allows scholars to increase the visibility of their publications and to network, finding potential collaborators and readers. ”

– Lisa Hinchliffe –
Coordinator for Information Literacy Services and Instruction
University Library
University of Illinois at Urbana-Champaign



Building your presence

Best practices

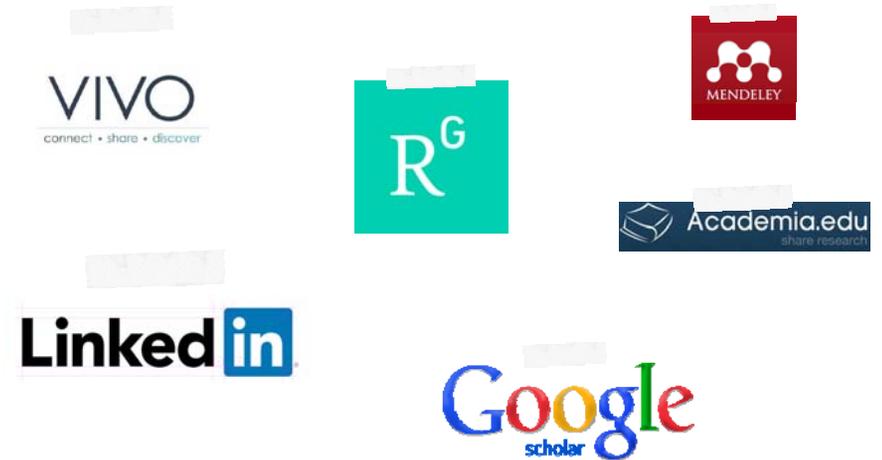
Keep the same name*
(name disambiguation)

Current professional photo

Identify your expertise area

Keep updating

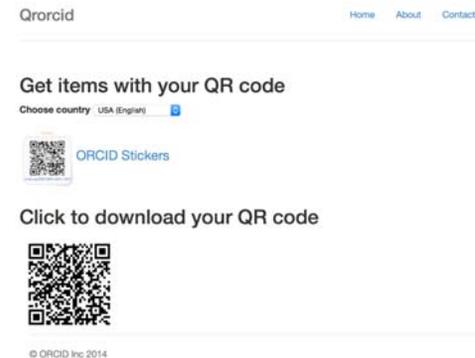
Showcase: Tools to create profiles



Unique identifiers for researchers

- ORCID (Open Researcher & Contributor ID)
- ResearcherID (Thomson Reuters = Web of Science)
- Scopus Author Identifier
- arXiv Author ID
- eRA Commons Username

ORCID



orcid.org/0000-0002-7432-0942
<http://orcid.org/0000-0002-8534-5985>

ResearcherID

The screenshot shows a ResearcherID profile for Julia Mirza. The profile includes the following information:

- ResearcherID:** H-2512-2013
- Other Names:** Julia M. Julia Mirza, Julia Perez M. Julia Perez Mirza, Julia Mirza, Julia Pérez, M. Julia, M. Julia-Pérez M
- URL:** <http://www.researcherid.com/rid/H-2512-2013>
- Subjects:** Health Care Sciences & Services, Public, Environmental & Occupational Health, Social Sciences - Other
- Keywords:** public health, health inequalities, employment conditions, epidemiology, occupational health, informal employment
- ORCID:** <http://orcid.org/0000-0002-1432-0942>
- My URL:** <http://www.uzf.edu/pubs-emscottier/>

Additional information includes the primary institution (Universität Pompeu Fabra), sub-org/dept (GREDS/EMCOMET, Health Inequalities Research Group - Employment Conditions Network), and role (Researcher (Academic)).

<http://www.researcherid.com/rid/H-2512-2013>

Scopus Author Identifier

The screenshot shows a Scopus Author Identifier profile for Stuckey, Peter J. The profile includes the following information:

- Documents:** 231
- Citations:** 2131 total citations by 1708 documents
- H Index:** 19 (The H index considers Scopus articles published after 1995)
- Co-authors:** 150 (maximum 100 co-authors can be displayed)
- Subject area:** Computer Science, Mathematics

The profile also features a bar chart showing the number of documents published over time (2004 to 2014) and a line graph showing the number of citations over time. The citation count is highlighted with a red box.

[Example](#)

Let's create our
ORCID

[https://orcid.org/
register](https://orcid.org/register)

Platform to share your research

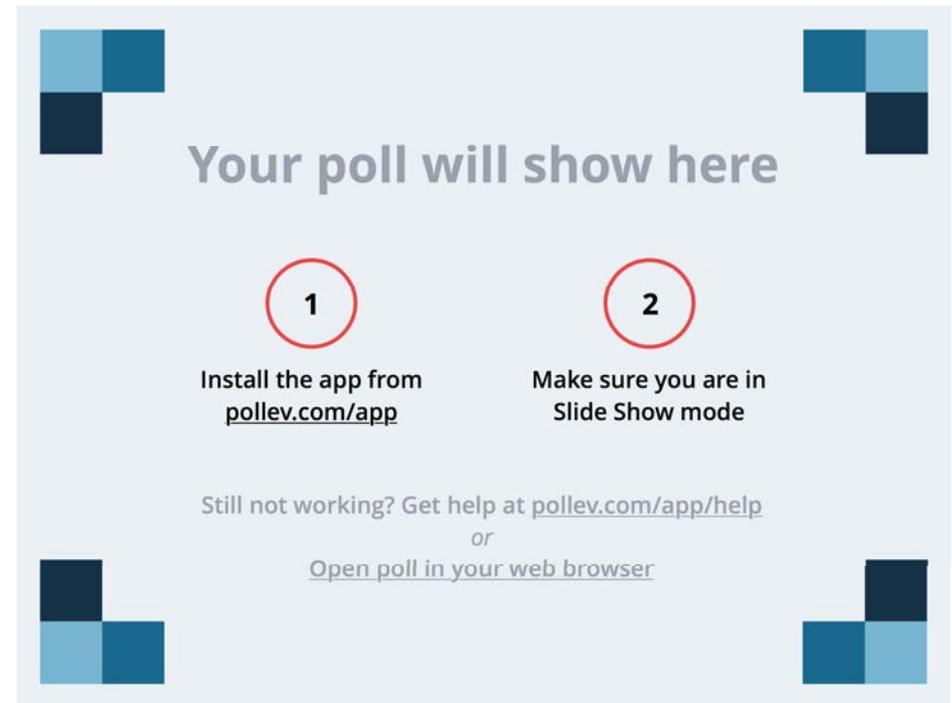
- [ResearchGate](#)
- [Research Connection](#)
- [Mendeley](#)
- [VIVO](#)
- Academia.edu
- Google Scholar
- [Linkedin](#)
- [LabRoots](#)
- [nanoHUB](#)
- [social science space](#)
- [Piirus](#)
- [Trellis](#)

Other ways

- Matthew Johnston, PhD
<http://tippor.mattspace.com/>
- Tania del Mar Lopez, PhD
<https://tlopezmarrero.wordpress.com/>

In summary...

- Think thoroughly about what you want others to see and what characteristics make you unique so anyone can identify your work.
- Remember the best practices: **K³**
- Do not be afraid of sharing your work but remember to do it legally.



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GRIC (Graduate Research and Innovation Center)

-  <https://goo.gl/htQ9b9>
-  <https://twitter.com/gricuprm>



Talk evaluation form

[HTTP://UPRM.EDU/LIBRARY/GRIC/EVAL.HTML](http://uprm.edu/library/gric/eval.html)

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Glossary

- **doi** (Digital Object Identifier): a unique code use to identify objects. It is mostly used for e-documents such as journal articles. For more information click here, <https://www.doi.org>
- **h-index = Hirsch index = Hirsch number**: measures the published scientific output (Reitz, 2014). It looks for the total number of articles published by the researcher and the total time the articles have been cited (De Grooted).
- **impact factor**: a numeric measure of the prestige of journals; “a measure of frequency with which the average article in a journal has been cited in a particular year or period”; “ a measure of the number of citations per article [in a journal], the more cited the journal the more prestige” (Morrison, 2009).

Glossary

- **ORCID**: is an open, non-profit, community-based effort to provide a registry of unique researcher identifiers and a transparent method of linking research activities and outputs to these identifiers. More information here, <https://orcid.org/content/about-orcid>
- **VIVO**: a semantic web application that enables collaboration among scientists and the discovery of research and disciplines across disciplines. For more information visit, <http://vivoweb.org/about>

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