DEVELOPING YOUR VIRTUAL PRESENCE

Hilda Teresa Ayala-González
hilda.ayala@upr.edu
Graduate Research and Innovation Center
April 2nd, 2018

Pre-Test

- Why is it important to develop a virtual presence
- Mention some best practices for developing your virtual presence
- Mention 2 platforms or tools to promote your areas of expertise
- Define in your own words what is a Researcher Identifier
- Mention 2 Researcher Identifiers
Virtual Presence

Do you have a virtual presence?

Mention some examples
I am interested in ways that data science can help save lives in the Caribbean.

What about a virtual presence in academic environments?

What is the goal of having a version of yourself in these academic environments?

- Recognition
- Exposition
- Connections
At the end of this session you will be able to:

- Identify best practices for improving your virtual presence
- Know some of the platforms and tools used to promote your research expertise
- Have a Researcher Identifier
Why?

• Increase visibility of research and teaching activities
• Improve your publication citations
• Facilitate correct attribution of names
• Amplify the chance of new contacts for research cooperation and funding

Best Practices: General

• Learn the platform and its purpose
• Keep it simple
• Keep it updated
• Interact
• Connect
• Erase; don’t abandon
Best Practices: Researcher

- Have a Researcher **Identifier**
- Delineate your areas of **expertise**
- **Find** your people
- **Current** professional picture
- Update **frequently**

---

**First things first**

GET YOUR RESEARCHER IDENTIFIER
First things first

Differentiate yourself from the rest

• How do you write your name?
  • Is your name unique?
  • Think again...have you Googled it?

• How many versions do you use?
  • When do you use them?

*Your goal is to direct searches to your works*

---

Researcher Identifiers

• **Identifying code** for authors (scientific research field)

• Created to **avoid** name uncertainty during retrieving
  • Example: John Smith, PhD

• Specific designation to **precisely identify** and track an author activity
Researcher Identifiers

• Allows the author to link the ID to their research output
  • Papers, presentations

• Enable accurate **attribution**

• Improve **discoverability** of their published work
**ORCID**

Open Research & Contributor Identifier

- Registry of unique research identifiers
- Addresses name uncertainty
- Open, non-profit & community-based
  - Not platform dependent
- Works with ISNI (International Standard Name Identifier)
  - ISO 27729:2012

*Limitation: does not update very well, can’t change incorrect information*

---

**Scopus Elsevier**

Scopus Author Identifier

- Create unique ID & profile for index authors
- Automatic / algorithm; manual correction
- Link & update to ORCID

*Limitation: works only within Scopus Database; incorrect adjudication*
ReseacherID *Thomson Reuters*

**Web of Science ID**

- Create unique ID & profile for index authors
- Accounts are by invitation or subscribing through Web of Science
- ORCID compliant

*Limitation: works only within Web of Science*

---

Google Scholar

*“Stand on the shoulders of giants”*

- Is a profile
  - Name, affiliation, interest
  - Search articles (select yours)
  - Track article citations
- Improves your SEO (search engine optimization)
- Low maintenance

*Limitation: incorrect paper adjudication, citation #s are not accurate*
Sharing your Research

Before uploading your stuff...

- Do you have the copyright?
- Are you the only author?

- Is it published?
  - Sherpa/Romeo: Publisher copyright policies & self-archiving
Research Gate

• Collaboration & sharing research
• “The LinkedIn of scientific community”
• Share, find & suggests publications
• Look for jobs; answer questions
• Measure your research impact

*Links your profile with your institution & connect with other colleagues*

---

Academia.edu

• Share research papers
• Professors, graduate students, alumni
• Find, download & read papers
• Measure your research impact

*Links your profile automatically with your institution & tells you who is on it*
VIVO

• Research tracking - Institutional level
• Institutions manage research outputs
• See what research is performed at your institution
• Know and connect with local colleagues

Tool for managing research outputs & scholarly activity at an Institution

Mendeley

• Reference manager + Research Network
• Researchers, graduate students
• Search topics of interest
• Upload, download papers & citations
• Collaborate in groups

Great resource for finding references, discuss & connect with groups of interest; add ORCID to profile
Beyond Academic Environments

Social Media: Why use it?

- Discover new ideas and trends
- Connect with existing and new audiences in deeper ways
- Bring attention and traffic to your work
- Build, craft and enhance your brand

From Sree Sreenivasan: How to Use Social Media in Your Career
Facebook, Twitter

- Social spaces
- General public / Everyone
- Join groups of interest, follow threads = learning
- Express your line of thought
- Help shape what others think of you
- Share news, publications (located somewhere else)

Learn about immediate events and participate in global discussions

LinkedIn

- Career management tool
- Relevant professional connections
- Develop a simple CV to “showcase yourself”
- Follow organizations; learn about openings
- Share your work

Learn about jobs or internship opportunities; make strategic connections
Getting you out there

- If it’s too much, pick a few
- Watch what you post
- Mind your manners
- Good grammar
- Keep up with changes

ORCID

Getting Started
ORCID: What it does?

- Provides a **unique persistent 16** digits machine-readable identifier for researchers in the form of an URL
  
  How does the identifier looks? orcid.org/0000-0002-7432-0942

- Generates a link or QR Code
- Creates a printable profile

ORCID: Benefits

- Reduce the burden of updating your ORCID record by enabling automated updating

- ORCID distinguishes an author in much the same way that DOI (Digital Object Identifier) uniquely identifies an article or the Social Security number does with a person.

- It assures precision in the process of searching, retrieving and matching your name with your profile and research activity.
ORCID: Integration

To know who is using it, check out this table

When to use

- submitting a journal article
- uploading your dataset
- applying for a grant
- in your thesis
- in your curriculum

That way we can make sure to direct information on the published document back to your record, in many cases automatically

(Bryant, 2013)
Getting you out there

10 MIN.

Exercise 1
BRAINSTORMING

What should be considered?

- Name repetition
- Versions of a name
- Accents & diacritics
- Name changes
- Family names
ORCID: Create your profile

**Exercise 2**
HANDS ON

**DISTINGUISH YOURSELF IN THREE EASY STEPS**

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.

1. **REGISTER**
   - Get your unique ORCID identifier.
   - Registration takes 90 seconds.

2. **ADD YOUR INFO**
   - Influence your ORCID record with your professional information and link to your other identifiers (such as Scopus or Researcher ID).
   - Include your ORCID identifier on your website when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

3. **USE YOUR ORCID ID**
   - Use your ORCID identifier on your website when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

**ORCID.ORG/REGISTER**

You determine what, how and with whom the information in your ORCID record is shared.
When your name is not that unique

![ORCID record search result]

The system will warn you, in case you already have an ID

Confirm your existence

![ORCID confirmation email]

Dear Hilda Ayala-Gonzalez,

Thank you for registering for an ORCID identifier. To complete your registration please verify your email address.

Verify your email address

Or copy and paste this link into your browser's address bar:

https://orcid.org/verify-email/Mm15gRUI0xZHCpWNwZVFwV2hBMGMrUJW

- Your ORCID ID is 0000-0002-9684-267X
- The link to your public record is http://orcid.org/0000-0002-9684-267X
Complete your profile

Control your privacy

*You can control the privacy settings of each section.
Add your work

Complete your profile
Find Us!
http://libguides.uprm.edu/gric
gric@uprm.edu
@GRICUPRm
@GricUprm
GRIC_UPRM

Post-Test

☐ Why is it important to develop an virtual presence

☐ Mention some best practices for developing your virtual presence

☐ Mention 2 platforms or tools to promote your areas of expertise

☐ Define in your own words what is a Researcher Identifier

☐ Mention 2 Researcher Identifiers
References


References

http://uprm.libsurveys.com/tiger
Password: 2016

DEVELOPING YOUR VIRTUAL PRESENCE

Prof. Hilda Teresa Ayala hilda.ayala@upr.edu