Be Seen and Be Cited: How to Prosper with Open Profiles and Publishing

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Agenda

1. What Openness can do for you
2. How to increase the visibility of your research using open scholarly profiles
3. How open access publishing goes hand in hand with our desire to be seen and cited
Importance of a Scholarly Profile

- Mutual Beneficiality
- Get involved in conversations without borders
- Increase the reach of your research, even across disciplines
- Better track the impact of your research
What’s “Openness” got to do...
Got to do with it?
The Scholarly Publishing Workflow

Typical workflow examples

Traditional
- Discovery → Analysis → Writing → Publication → Outreach → Assessment
- Traditional tools and software

Modern
- Discovery → Analysis → Writing → Publication → Outreach → Assessment
- Modern tools and software

Innovative
- Discovery → Analysis → Writing → Publication → Outreach → Assessment
- Innovative tools and software

Experimental
- Discovery → Analysis → Writing → Publication → Outreach → Assessment
- Experimental tools and software
Checklist After you Publish

Publishing is not the end of the road, but a fork in the path where one part of your journey ends and another begins.

But before you continue on, Remember to BREATHE.

Is Exposure Always a Good Thing?

Scholars do want their research to be shared widely, but not always immediately and not necessarily unless they feel it’s ready for sharing.

-The Scholarly Kitchen

https://scholarlykitchen.sspnet.org/2015/10/27/is-exposure-always-a-good-thing/
Variety is the Spice of Life

Different kinds of scholarly profiles

- Networking and Social Media
- Identity and profiles
- Sharing your work
Networking
A Likely Starting Point

Networking

- LinkedIn
- Twitter
- Personal Website/Blog - Wordpress, Wix, Weebly
ResearchGate

- Widely used, but mostly in the Sciences
- Community interaction features:
  - Pose questions to community
  - Direct messaging
  - Follow others and get notifications when they post new work
  - Contact readers to solicit feedback
  - Project logs: update peers, ask for co-authors, request submission for journals
- Directly upload and share
  - Journal articles, conference papers, posters, slide decks, datasets
  - Be aware of what you can share!
- FOR-PROFIT - advertisements
Identity and Profiles
Start Local: CU Experts

- VIVO powered profile system for faculty
- Discovery tool
- Enables collaboration
  - Search by organization, research, honors
- Connects with other profiles such as ORCID
ORCID

- Register for one now: https://orcid.org/register
- Ideal for researchers of any discipline
- Add it to all submitted/accepted publications
- Author Disambiguation
  - Share it with others so they can find all of your research without having to sift through the other Joe Smiths
- Linking with repositories, grant submission systems, and professional associations.
- Define your own privacy settings
- NON-PROFIT
ResearcherID

- Get one at: http://www.researcherid.com/
- Like ORCID, ResearcherID provides unique identifiers
- Author disambiguation
- Seamless tie-in with EndNote and Web of Science
  - Collect metrics about your work in Web of Sciences
- Easily connects with ORCID
- FOR-PROFIT
Google Scholar

- You’ve most likely used it to find research of others
- Good for scholars in all disciplines
- Create a profile at [http://scholar.google.com/citations](http://scholar.google.com/citations) and add publications
  - Increases visibility, shows a citation count to your work, and provides H-index.
- The Good and the Bad:
  - It is inclusive
  - Citation analysis is automated
  - Profiles are done by scholars
- FOR-PROFIT
Mendeley

- Sign up for an account at: https://www.mendeley.com/
- Example of multi-use profile that helps at many stages of workflow
  - Research management
  - Profile publications and other work CV style
  - Connect and collaborate
  - Statistics about how your work is used
  - Share collections/bibliographies
- FOR-PROFIT
Share Your Work
Repositories

- CU Scholar - NON-PROFIT
- Open Science Framework (OSF) - NON-PROFIT
- Figshare - FOR PROFIT
- Humanities Commons - NON-PROFIT
- Zenodo - NON-PROFIT
Profile Systems to Think Twice About

Academia.edu:

"One's research interests and interaction with scholarship (and networks of other scholars) get monetized by Academia.edu. It's troubling, because those data can be given to the state. Giving up privacy for access is not a form of 'open access' I can endorse."

-Eric Kansa, founder of Open Context

Best Practices for Scholarly Profiles

Would you rather have someone not be able to find information about you, or get a negative impression about you from your profile?
Publishing Open Access
Open Access Publishing: What’s in it for me?

- Connections will be easier overall
- Don’t break a sweat about what you can/cannot do with your own work
- Increase your citations
- Be part of a values-based movement
Open Access Publishing: What is it?

By "open access" to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.”

- **Budapest Open Access Initiative**

Open access includes two major provisions:

a) unrestricted public access to “a complete version of the work and all supplemental materials,”

- Adopted from [Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities](#)
Open Access Publishing: Options

**Green**
- Provide access to a version of work though a repository (institutional - CU Scholar; subject - arXiv)
- Host articles that were peer reviewed elsewhere
- Most publishers provide permission for this but the burden is on the author
- SHERPA/ROMEO

**Gold**
- Access provided by the journal itself
- More likely to let author’s retain copyright
- Many business models to pay for gold OA, including subsidies or a publication fee

https://www.linkedin.com/pulse/nuclears-fork-road-jim-little/
Open Access Citation Impact

The State of OA: A large-scale analysis of the prevalence and impact of Open Access articles

August 2017, PeerJ Preprints, Heather Piwowar, Jason Priem, Vincent Larivière, Juan Pablo Alperin, Lisa Matthias, Bree Norlander, Ashley Farley, Jevin West, Stefanie Haustein
How to Make Your Work Open Access

- How to make your own work Open Access - Harvard Open Access Project
  - Options, and tips for finding the right option for you
  - Assessing permissions needed, if any
- Selecting a journal: Directory of Open Access Journals
  - High quality, open-access, peer-reviewed journals
  - 10,229 journals from 121 countries
  - Browse by subject, license, peer review type, language, etc.
Open Access Impact: Measuring Alternative Citation Measures

- 97 news outlets
- 59 blogs
- 2289 tweeters
- 10 weibo users
- 164 Facebook pages
- 3 Wikipedia pages
- 77 Google+ users
- 1 research highlight platform
- 1 Q&A thread
- 3 video uploaders

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ImpactStory

- Join here: https://profiles.impactstory.org/
- Tracks impact: “We’re like Google Scholar for your research’s online reach”
- Calculates your “openness”
- Timeline of online mentions
- Links directly with ORCID
- NON-PROFIT
Thank You!

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Find my slides later on our repository at Scholar.colorado.edu
References


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