MAKE YOURSELF VISIBLE

CULTIVATE A UNIQUE AND IMPACTFUL RESEARCHER IDENTITY

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Florence - Italy

https://www.eui.eu
https://www.eui.eu/Research/EUIPublications

EUI Library #researchskills

Before we start...

Let's make a **round of introductions**

This presentation takes place on Zoom and
at the Emeroteca in the Badia of the EUI.
The event is recorded. The PPT will be made available online,
while the video might be made available afterwards in whole or in bits.

Learning **outcomes**

- Leverage at best **tools for online visibility** in academia
- Take advantage of the **EUI membership with ORCID**
- Take advantage of various **agreements between the Library and publishers**
- Learn how **social media** and **social networks** help
- Support a **self-reflection process** on the value of “being open” in your research workflow
- What to think about when **submitting** an article

Let’s start with a **question**…

Are you **online** as a researcher?

A little **Open Science** digression

"Open science describes the practice of carrying out scientific research in a completely transparent manner, and making the results of that research available to everyone. Isn't that just 'science'?"

Watson M., When will "open science" become simply "science"? Genome Biol. 2015;16:101

Let's **rephrase** a little...

As **open** as possible and as **closed** as necessary

Open Science **is** (and **is not**)…

- **Open Science** is not a goal
- **Open Science** is a means
  - to achieve a spectrum of goals, all related to make science more efficient, more reliable, and more impactful.
- In particular:
  - making science more **visible** & **accessible** to all;
  - making science more **transparent** & **robust**;
  - making science more **inclusive**.

Open Science: **opportunities**

- For **you**
  - Make your work more visible (and citable), better engage with the research community, increasing collaboration
- For the **research community**(ies)
  - Foster knowledge share across disciplines (efficiency), increasing reproducibility (trust)
- For the **society** at large
  - Boost innovation & economic growth, save public money, contribute to making a better world

What are we **discussing** actually?

This is all about

engagement & **impact**

Cultivating an **online presence**

- **Share**: make your research open & be unique
- **Communicate**: go beyond the “traditional” paper
- **Engage**: use social media

Be smart with your time allocation

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Open Access publishing

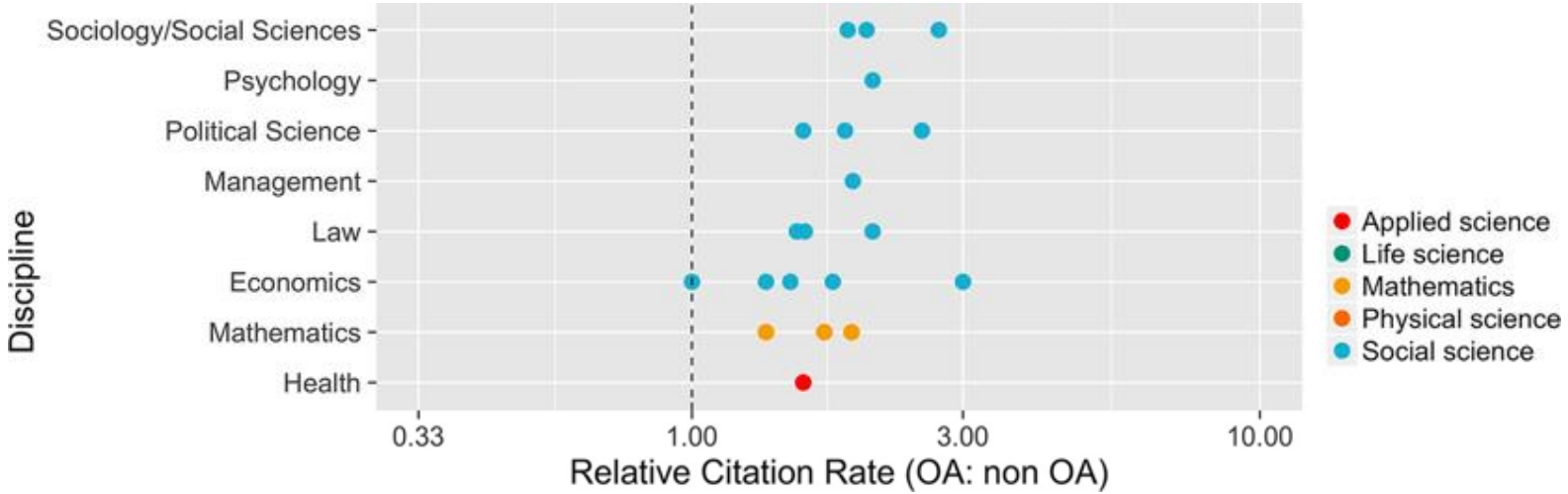
Open Access: **what the heck**?

What is **Open Access** publishing?

"Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions"

Peter Suber

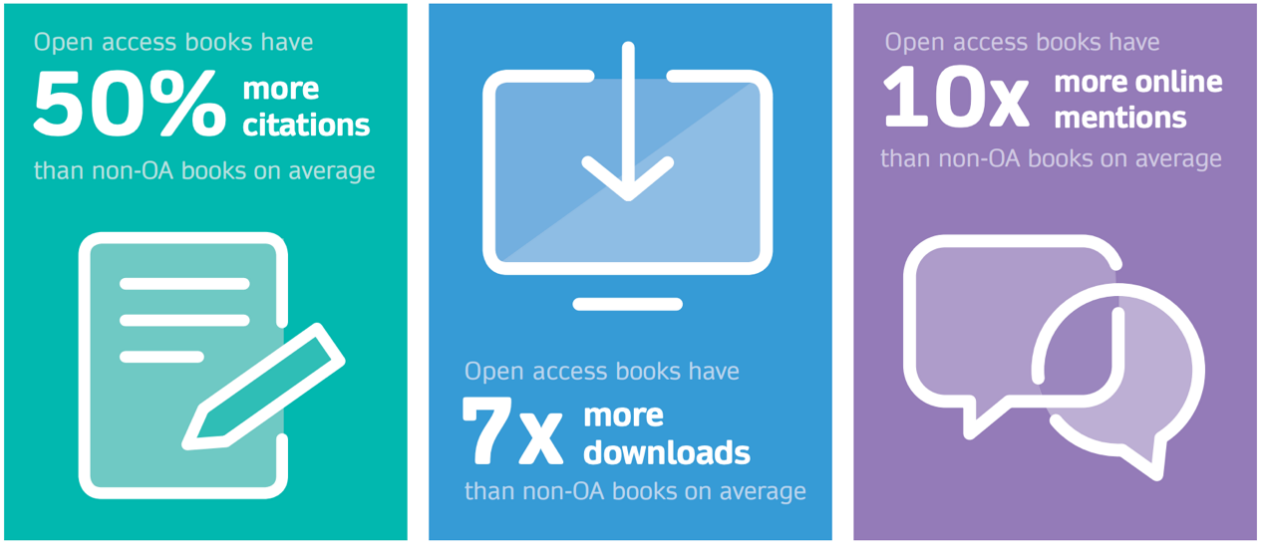
OA: what about **article impact**?



The relative citation rate (OA: non-OA) in 19 fields of research. This rate is defined as the mean citation rate of OA articles divided by the mean citation rate of non-OA articles. Multiple points for the same discipline indicate different estimates from the same study, or estimates from several studies.

https://doi.org/10.7554/eLife.16800.001

OA: what about **books**?



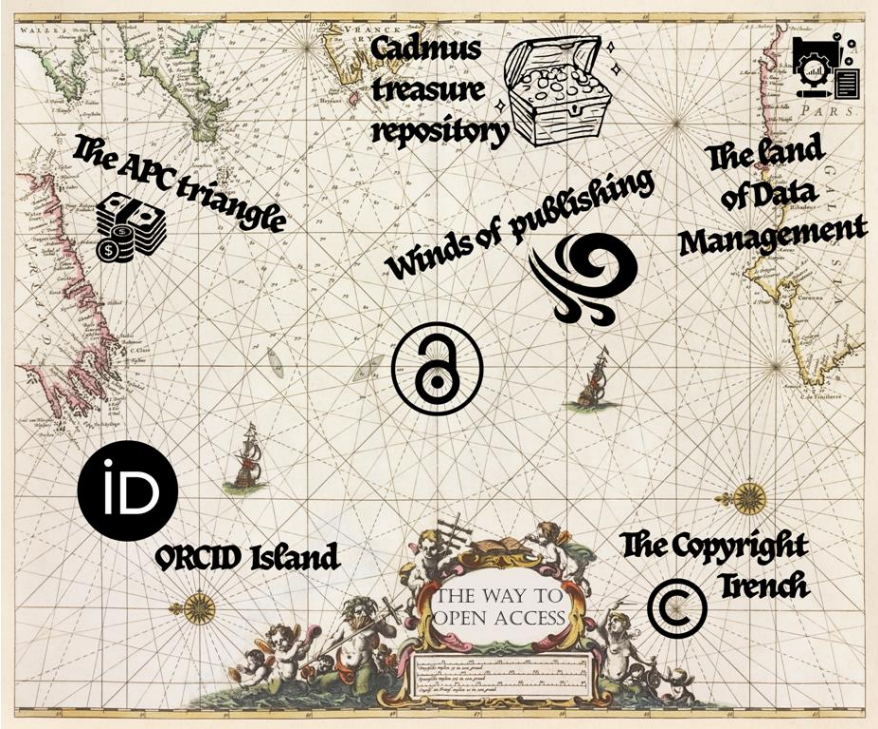
https://www.springernature.com/gp/open-research/journals-books/books/the-oa-effect

Where and how open access

Create Access in different ways

Gold access	• Paid by the author (e.g. APCs, etc.) or by the institution (e.g. OA subsidies, 'read & publish' agreements, etc.)
Subject repository	SSRN, Repec, etc.
Institutional repository	Cadmus – EUI Research Repository
Web page	Home page, departmental page, blog post, etc.
Social network ?	LinkedIn, ResearchGate, Academica.edu, etc.

Your **next journey** to OA is on us



https://twitter.com/EUILib/status/1285235517550813185/photo/1

The EUI Library can **help** you

- Share (self-archive) your work in Cadmus
  - Published version, final accepted version = post-print, or the submitted version=preprint
- Benefit from the Library's Transformative agreements => free Open Access fee in more than 2200 journal titles published by Springer and Cambridge University Press: for EUI members

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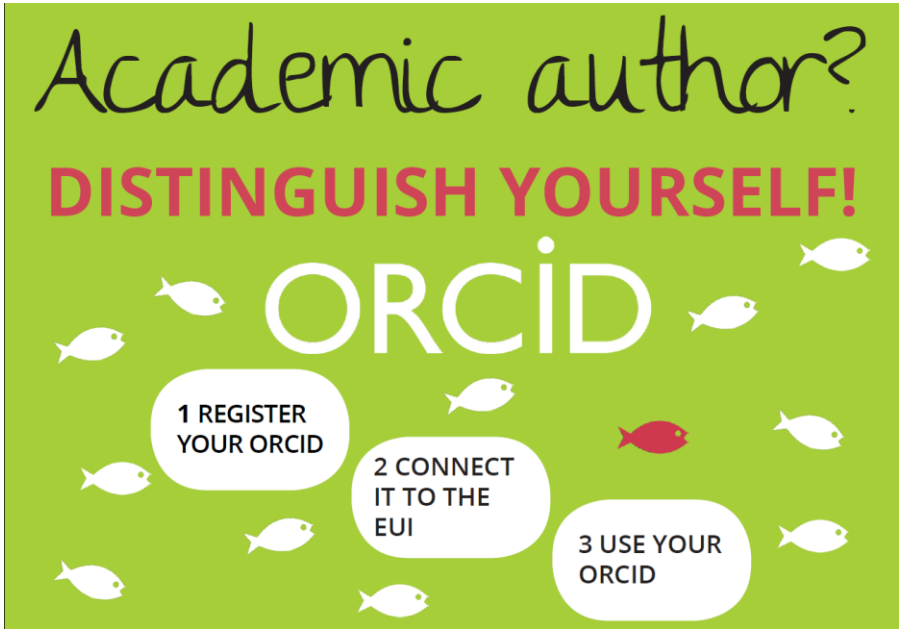
Be **unique** (but connected) online

Connecting Research & Researchers

- **ORCID**: a persistent digital **identifier** that **you** own and control
- It **distinguishes** you from every other researcher
- **connect** your iD with your professional information — affiliations, grants, publications, peer review
- **Claim** your work



9,690,652 ORCID iDs -- 1162 ORCID member organizations

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Why have an **ORCID iD**?

Permanently linked to you throughout your career.

Not bound to a single university

ORCID record can contain all publications from the researcher's career

Publishers and Funders require ORCID iD when you submit an article

Cadmus distinguishes authors who have an ORCID iD and links to their ORCID record

Display and use your ORCID profile as an online CV, make your profile public (ORCID settings)

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Open Researcher and Contributor ID

Gábor HALMAI

ORCID ID

orcid.org/0000-0001-9472-5819

http://cadmus.eui.eu/ORCID/

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About Cadmus Open Access @ EUI

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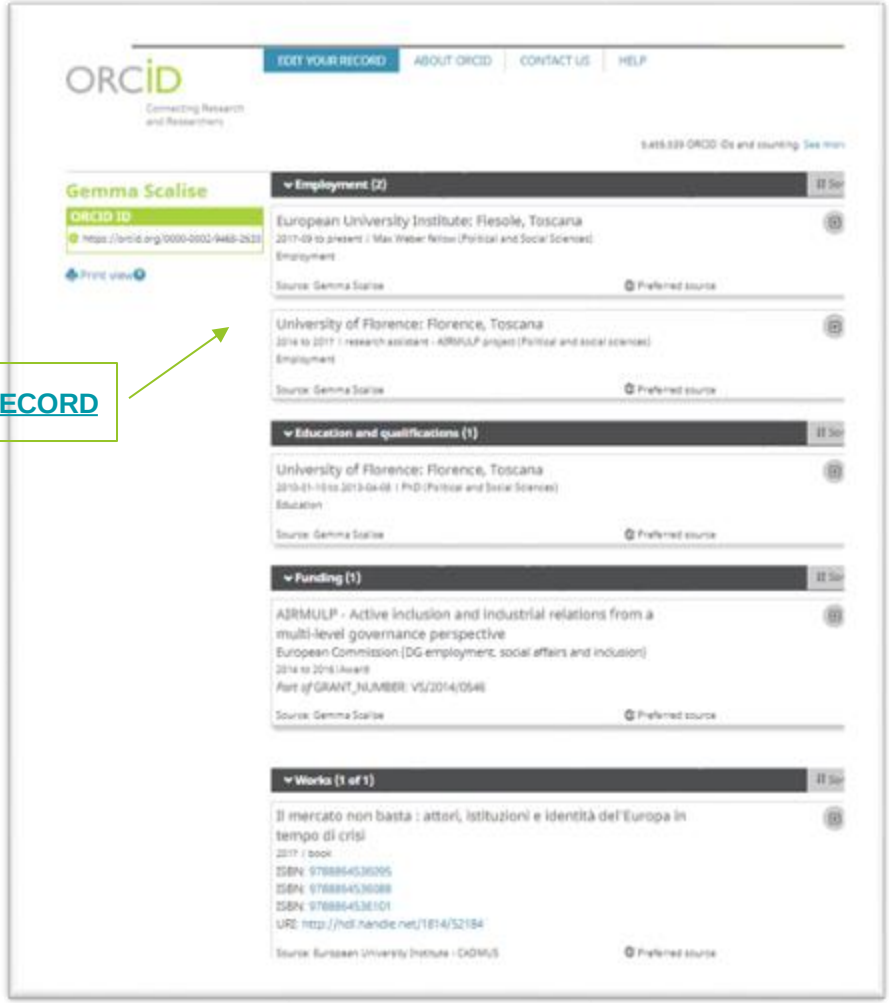
Or enter first few letters: Go

Now showing items 5502-5521 of 13019

Authors Name
IMMERGUT, Ellen M. [10]
IMPULLITI, Giammario [4]
IN'T VELD, Jan [1]
INAMA, Stefano [2]

CID RECORD



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Guide to ORCID at the EUI

The European University Institute became institutional supporting member of ORCID in November 2017. In August 2018 the EUI Library integrated ORCID with Cadmus, the EUI Research Repository.

ORCID Connecting Research and Researchers | Member Organization

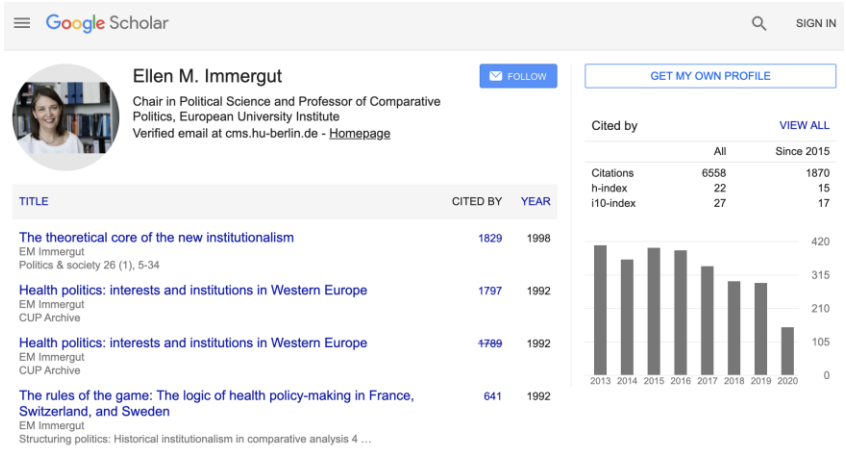
ORCID iD, the Open Researcher and Contributor ID, is an alphanumeric number which uniquely identifies authors in the academic and scientific publishing world.

For any queries please use this guide or contact orcid@eui.eu

1. Introduction to ORCID at the EUI
2. Advantages for academic authors
3. Who can create and connect ORCID iD to EUI Cadmus?
4. Create ORCID iD
5. Connect ORCID iD to EUI Cadmus
6. Authorise Cadmus to update ORCID record
7. My ORCID record
8. ORCID record visibility preferences
9. Adding works to My ORCID record

Google Scholar profile

- Go to https://scholar.google.com/ and create your profile
- Click “My profile” in the top left corner and log in to Google (you need a Google account)
- You will have than to verify your affiliation through your EUI email
- Cadmus is interoperable. Google harvests your work



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Communicate **your research** online

(Online) communication **basics**

- Think about your **audience**
- Think about an appropriate **message**
- Think about an appropriate **medium**

Communication ≠ Engagement

Create a **your own** online space

Think about where you wish to be found:

- Personal website (e.g. at the EUI https://me.eui.eu)
- Commercial alternatives like Academia.edu, ResearchGate, LinkedIn, etc.
- … and ORCID!
- Social media like Twitter

Blogging like a pro: **why**?

Blogging helps you:

- Spread the word about your work
- Share ideas not yet concretized in a full paper
- Translate your research for a broader audience
- Provide commentaries on others' research
- Ask for feedback
- Establish collaboration

Blogging like a pro: **how**?

You might find yourself guessing how to start:

- Start **guest blogging** first (LSE Impact Blog?)
- Thinks about the **communication basics**
- Article on the web ≠ blog post (grey area here...)
- Relax style constraints and **use web comm "tricks"**
- Tweet about your blog posts (following)

Social media: **why**?

- Because more and more conversations happen online
- Fast and effective (beware of the overload though)

Engaged Academics: "*Why use social media in academia*", 18 April 2020
https://youtu.be/a5K9MC3xFus

Social media **basics**

- Be sensitive to the (contextual) culture
- Never only promote your work
- Balance own content and “reposting”
- Be ready for reactions and trolling
- Networking, networking, networking
- Manage your time efficiently and effectively

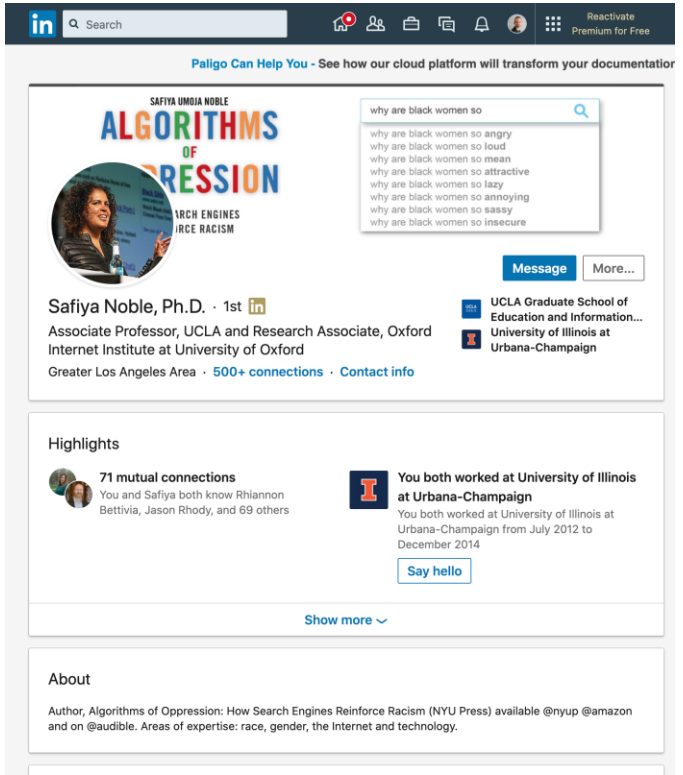
Social media are about engagement
…it takes time and dedication…

Social media: **Twitter**

- Follow **wisely**
- **Balance** tweets, retweets and comments
- **Mention** others
- **Follow up** on conversations
- Don’t fall in **troll’s traps**

Social media: **LinkedIn**

- **Academic** and **professional** social networking platform
- Start from your **CV** and build a **network**
- Especially useful to follow research **projects updates**



ResearchGate & Academia.edu

- Well-established **commercial** social network focused on **academics**
- Opportunity to have **greater reach** with other researchers
- **Beware #1**: data companies: you are not a customer, you are their product
- **Beware #2**: privacy and copyright (breaking the law)

ACADEMIA

Use them wisely!!!

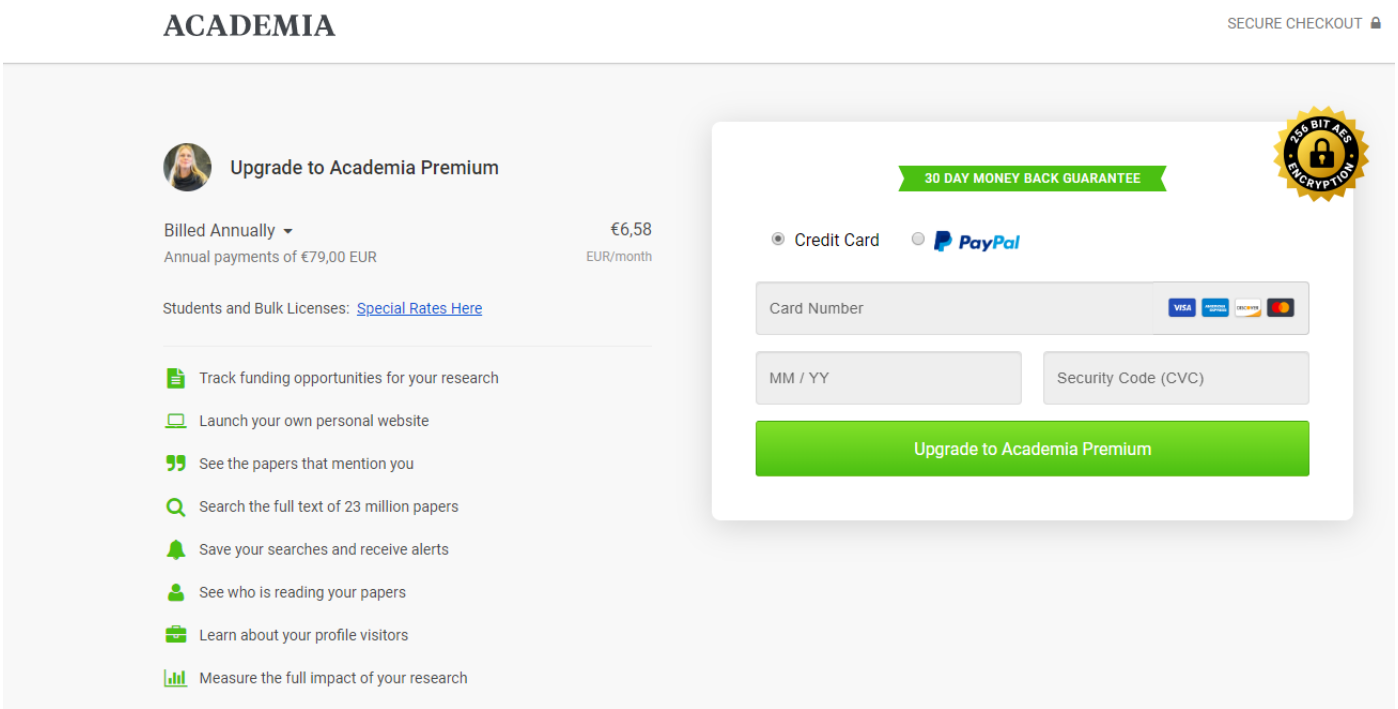
Repositories **vs** Social Networks

Example of email, next slide

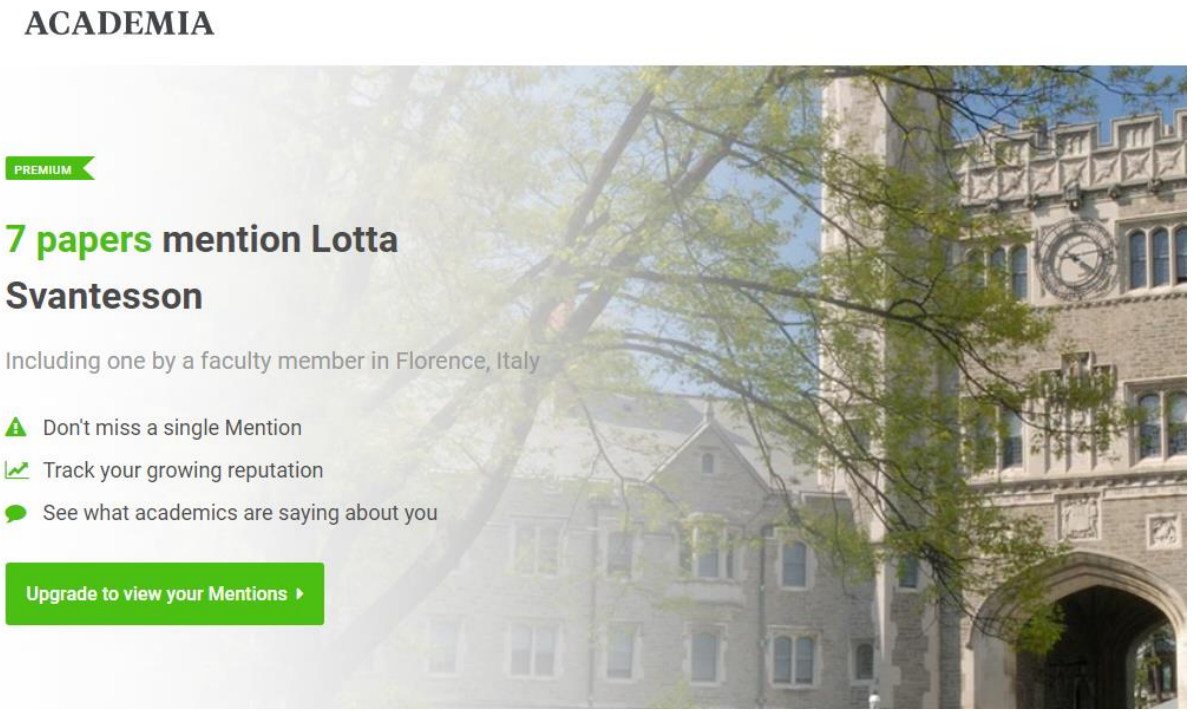
	Open access repositories	Academia.edu	ResearchGate
Supports export or harvesting	Yes	No	No
Long-term preservation	Yes	No	No
Business model	Nonprofit (usually)	Commercial. Sells job posting services, hopes to sell data	Commercial. Sells ads, job posting services
Sends you lots of emails (by default)	No	Yes	Yes
Wants your address book	No	Yes	Yes
Fulfills requirements of UC's OA policies	Yes	No	No

http://creativecommons.org/licenses/by/4.0/ University of California OSC

Academica.edu: good or bad?



Academia.edu



How to submit an article: be visible with publication tools and services

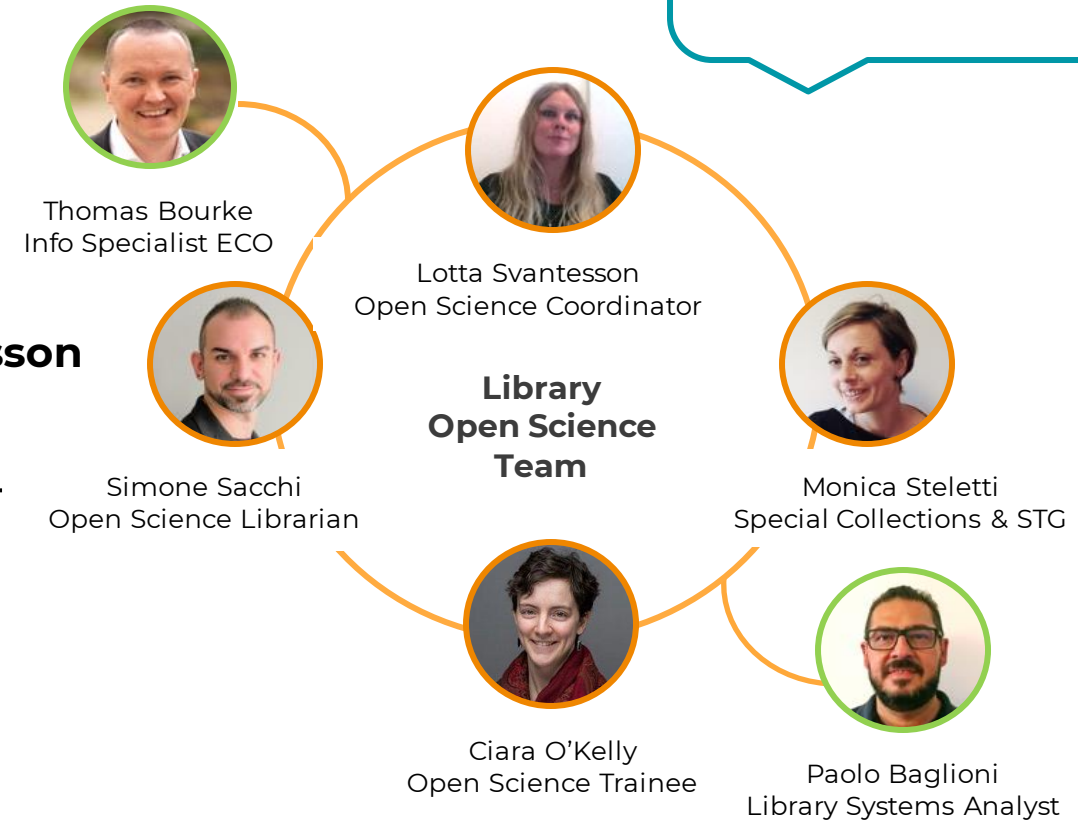
- **Scholastica**: Peer review, Type setting and OA Publishing platform (but not a publisher): over 900 journals across academic disciplines use Scholastica https://scholasticahq.com/ (expensive)
- **ExpressO**: provided exclusively to institutions and their affiliated users: Over 570 journals accept student submissions; the premier online manuscript delivery service to law reviews. Founded over a decade ago https://bepress.com/products/expresso/authors/
- Use **Sherpa Romeo** and **DOAJ** to know which journal allow Open Access options
- Use your institution's special agreements - **Transformative agreements** - waiving APCs

Let’s **brainstorm**
(i.e. informal Q&A)

We are here to help!

Open Science Team Bi-Weekly Chat
starting tomorrow
8 October at 11:00

Thank you!



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To take home (or office)

Readings and resources

- Times Higher Education, “The A to Z of social media for academia” https://www.timeshighereducation.com/a-z-social-media
- Auburn University Libraries, “Understanding Academia.edu and ResearchGate” https://libguides.auburn.edu/ImpactChallenge/researchgate
- Publications and Open Science at the EUI https://www.eui.eu/Research/EUIPublications
- OA book toolkit: http://oabooks-toolkit.org/
- EUI ORCID Guide: https://eui.eu/ORCID
- EUI Impact Challenge: https://www.eui.eu/Research/Library/Events/Impact-Challenge
- Cultivate a Scholarly Presence: https://www.eui.eu/Research/EUIPublications/OnlinePresence
- Ann-Wil Harzing "Social Media in Academia" https://harzing.com/blog/2020/01/social-media-in-academia-introduction
- McKiernan, E. C., Bourne, P. E., Brown, C. T., Buck, S., Kenall, A., Lin, J., ... Yarkoni, T. (2016). How open science helps researchers succeed. *ELife*, *5*, e16800. https://doi.org/10.7554/eLife.16800