

MAKE YOURSELF VISIBLE

CULTIVATE A UNIQUE AND IMPACTFUL RESEARCHER
IDENTITY

7 October 2020

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Open Science Office

The Library, European University Institute

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:
JUST
SCIENCE
DONE RIGHT**

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 😊

Open Access publishing

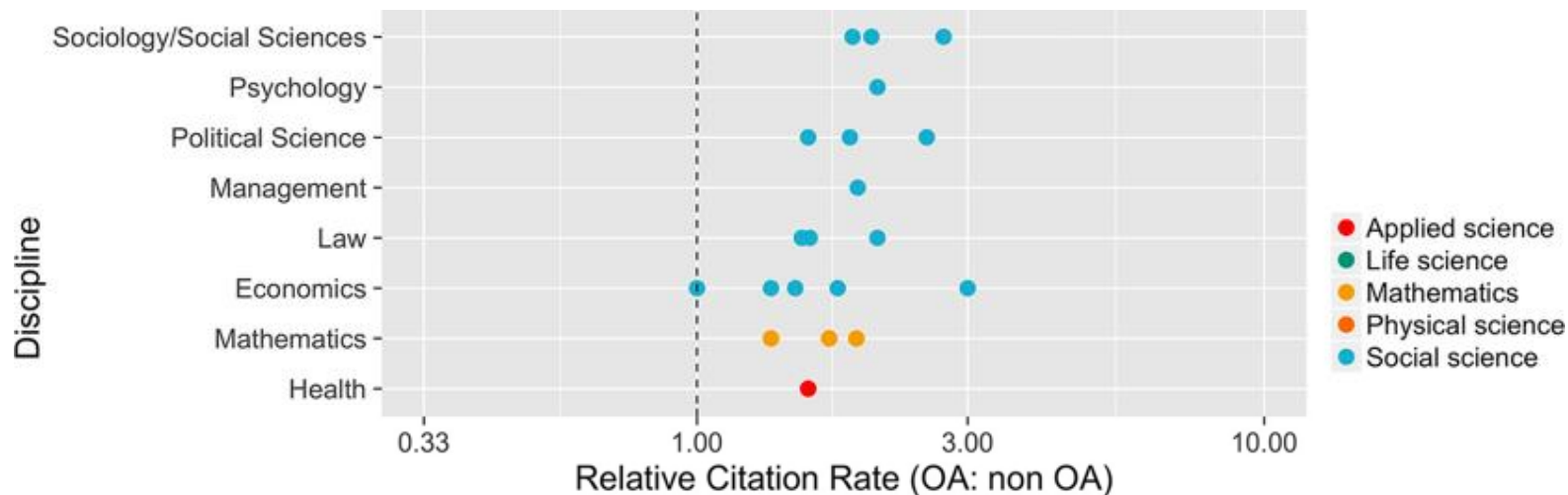
Open Access: **what the heck?**

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.



OA: what about **books**?

Open access books have

50% more
citations

than non-OA books on average



Open access books have

7x more
downloads

than non-OA books on average

Open access books have

10x more online
mentions

than non-OA books on average



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

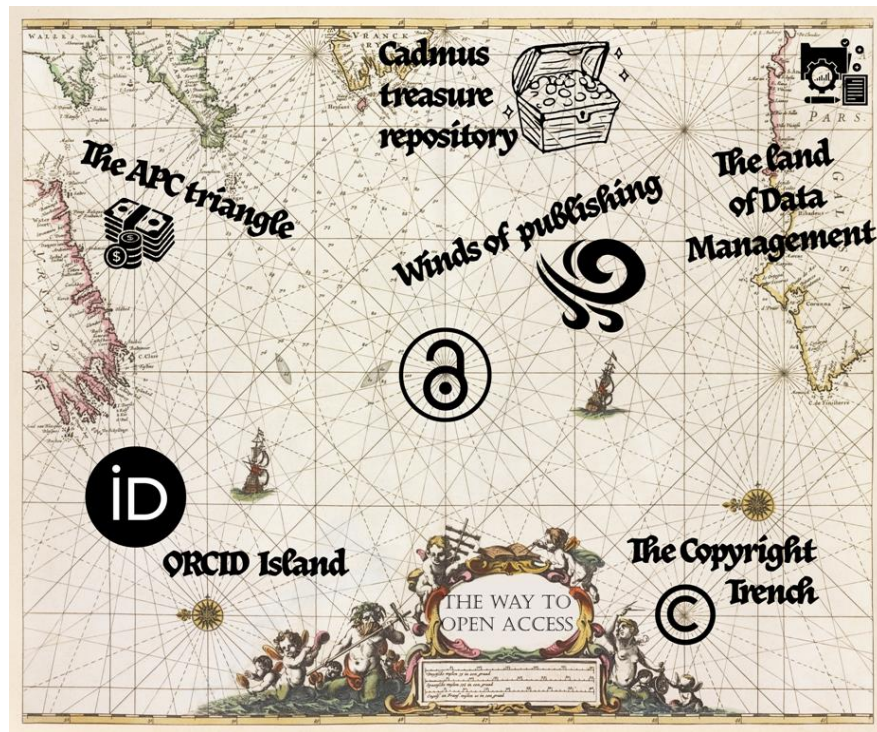
Web page

Home page, departmental page, blog post, etc.

Social network ?

LinkedIn, ResearchGate, Academia.edu, etc.

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



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



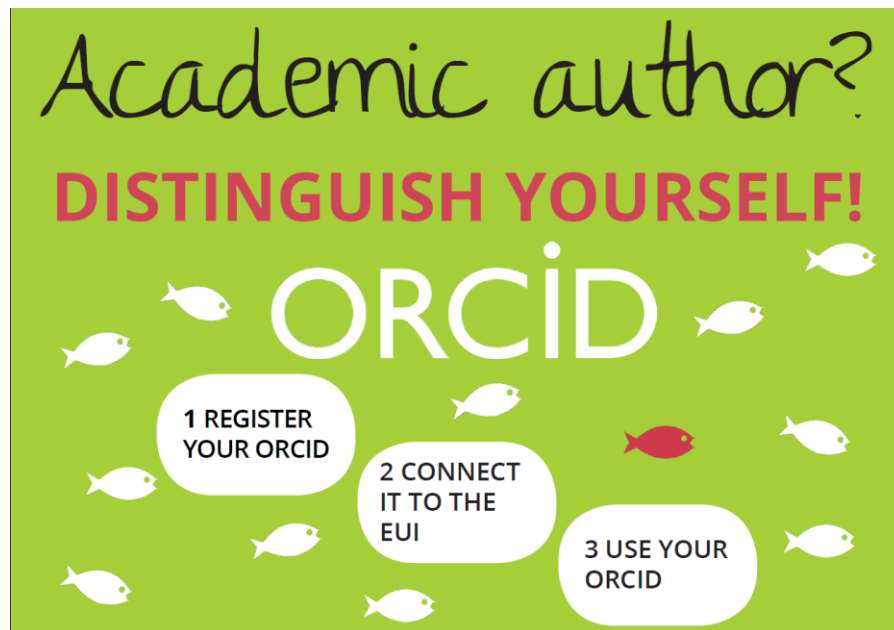
The EUI Library can **help** you

- 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

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

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)

Create and connect your ORCID to CADMUS

This is where you as a researcher at the EUI create a new ORCID and connect it to CADMUS repository.
If you already have an ORCID, please connect it to CADMUS by entering your EUI email address below.



Create your ORCID ID



Connect your ORCID ID

ORCID

Open Researcher and Contributor

ID

Gábor HALMAI

ORCID ID

 orcid.org/0000-0001-9472-5819

Browsing by Author

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

ORCID
Connecting Research and Researchers

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[ABOUT ORCID](#)
[CONTACT US](#)
[HELP](#)

5,455,539 ORCID iDs and counting [See more](#)

Gemma Scalise
ORCID ID
<https://orcid.org/0000-0002-9460-2623>
[Print view](#)

Employment (2)

European University Institute: Fiesole, Toscana
2017-09 to present : Max Weber Fellow (Political and Social Sciences)
Employment
Source: Gemma Scalise
Preferred source

University of Florence: Florence, Toscana
2014 to 2017 : research assistant - AIRMULP project (Political and social sciences)
Employment
Source: Gemma Scalise
Preferred source

Education and qualifications (1)

University of Florence: Florence, Toscana
2010-01-10 to 2013-06-08 : PhD (Political and Social Sciences)
Education
Source: Gemma Scalise
Preferred source

Funding (1)

AIRMULP - Active inclusion and industrial relations from a multi-level governance perspective
European Commission [DG employment, social affairs and inclusion]
2014 to 2016 Award
Part of GRANT_NUMBER: VS/2014/0546
Source: Gemma Scalise
Preferred source

Works (1 of 1)

Il mercato non basta : attori, istituzioni e identità dell'Europa in tempo di crisi
2017 : book
ISBN: 9788864536005
ISBN: 9788864536088
ISBN: 9788864536101
URL: <http://hdl.handle.net/1814/52184>
Source: European University Institute - Cadmus
Preferred source

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.



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.

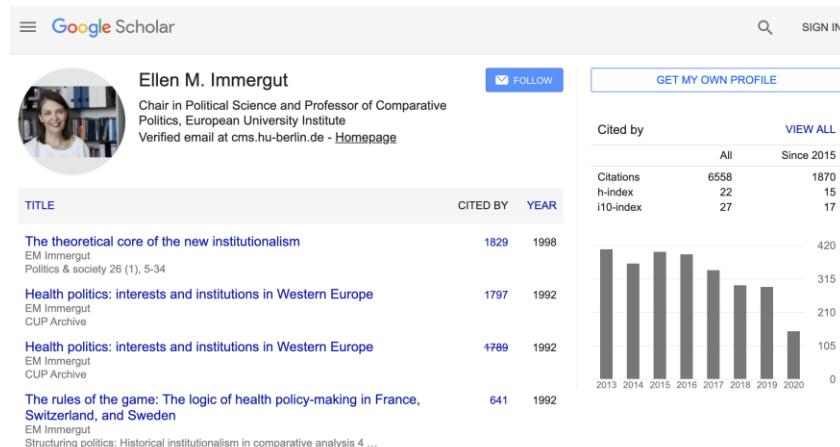
For any queries please use this guide or contact orcid@eui.eu

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 to verify your affiliation through your EUI email
- Cadmus is interoperable. Google harvests your work



Google Scholar

Ellen M. Immergut
Chair in Political Science and Professor of Comparative Politics, European University Institute
Verified email at cms.hu-berlin.de - [Homepage](#)

[FOLLOW](#) [GET MY OWN PROFILE](#)

Cited by [VIEW ALL](#)

	All	Since 2015
Citations	6558	1870
h-index	22	15
i10-index	27	17

Bar chart showing citations from 2013 to 2020:

Year	Citations
2013	~350
2014	~300
2015	~350
2016	~350
2017	~300
2018	~250
2019	~200
2020	~150

TITLE	CITED BY	YEAR
The theoretical core of the new institutionalism EM Immergut Politics & society 26 (1), 5-34	1829	1998
Health politics: interests and institutions in Western Europe EM Immergut CUP Archive	1797	1992
Health politics: interests and institutions in Western Europe EM Immergut CUP Archive	4709	1992
The rules of the game: The logic of health policy-making in France, Switzerland, and Sweden EM Immergut Structuring politics: Historical institutionalism in comparative analysis 4 ...	641	1992

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:

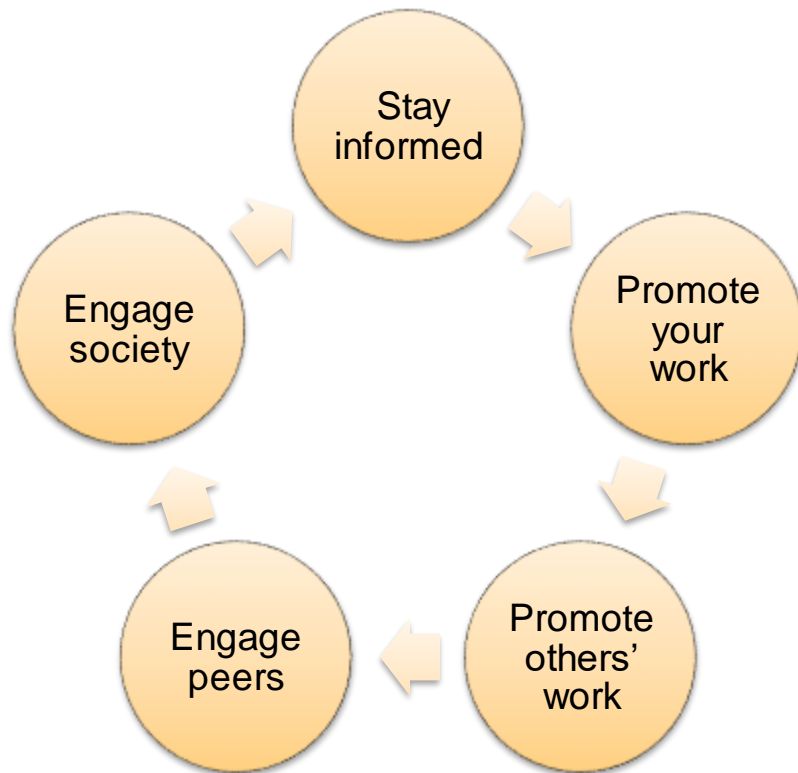
- Start **guest blogging** first ([LSE Impact Blog](#)?)
- Thinks about the **communication basics**
- Article on the web **≠** blog post (grey area here...)
- Relax style constraints and **use web comm "tricks"**
- Tweet about your blog posts (following)

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...*

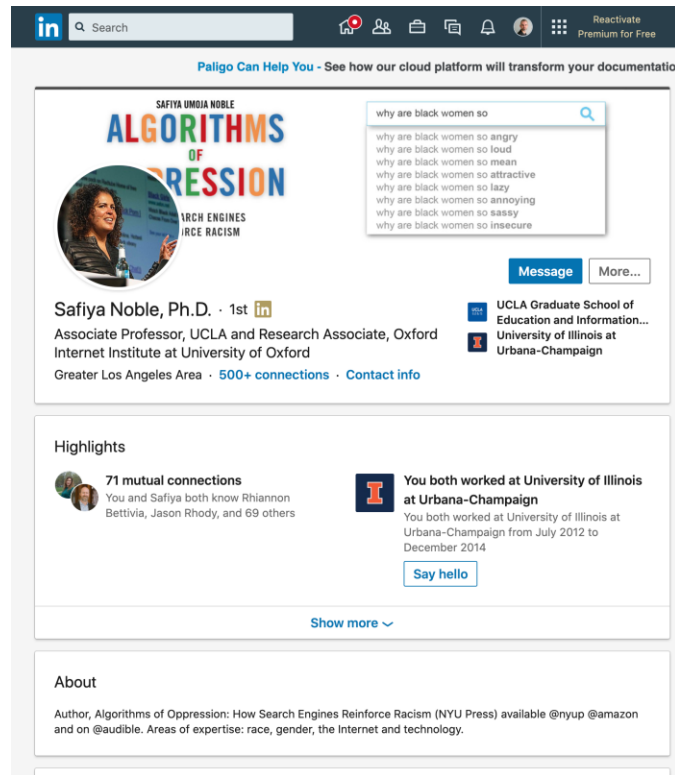
Social media: **Twitter**

- 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

	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

Example of email, next slide

Academia.edu: good or bad?

ACADEMIA

SECURE CHECKOUT 



Upgrade to Academia Premium

Billed Annually ▾

Annual payments of €79,00 EUR

€6,58
EUR/month

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PREMIUM

7 papers mention **Lotta Svantesson**

Including one by a faculty member in Florence, Italy

- ⚠ Don't miss a single Mention
- 📈 Track your growing reputation
- 💬 See what academics are saying about you

[Upgrade to view your Mentions ▶](#)

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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Monica Steletti
Special Collections & STG



Ciara O'Kelly
Open Science Trainee



Paolo Baglioni
Library Systems Analyst

**Library
Open Science
Team**

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>