Digital Presence for Information Scholars

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ABSTRACT (required)

This paper is informational in nature and will engage and assist in understanding digital presence. Further, it will describe the tools necessary to be better identified and cited by scholars. As scholars, we must embrace and leverage this digital culture to disseminate our scholarship beyond the sporadic marketing of journals and professional associations. In this growing digital culture, we must learn to shape our online identity, better network with our global colleagues, and share our personal values to guide our fields of study. Finally, we must begin to take an active role in the dissemination and control the impact of our professional scholarship in a globally networked knowledge economy.

KEYWORD

Digital presence, digital scholarship, ResearcherID, ORCID, scholarly communication

INTRODUCTION

Digital culture in higher education will influence and impact every aspect of the work we do as scholars in higher education. While social media technology has been part of the university culture since for over a decade, however, only in the past five years has it begun impact a scholar's research portfolio. Social media and a globally networked research community will impact how we engage and connect with our professional colleagues. Social media posts, retweets, shares and likes are now simply a part of our daily lives. We now live in a scholarly world of research, write, publish and advertise.

How do you create presence, for you and your research, in a digital world?
How to do you advance your research and leverage the impact of your scholarship?
What are the common profile sites?
How do you begin setting up and growing a digital profile?

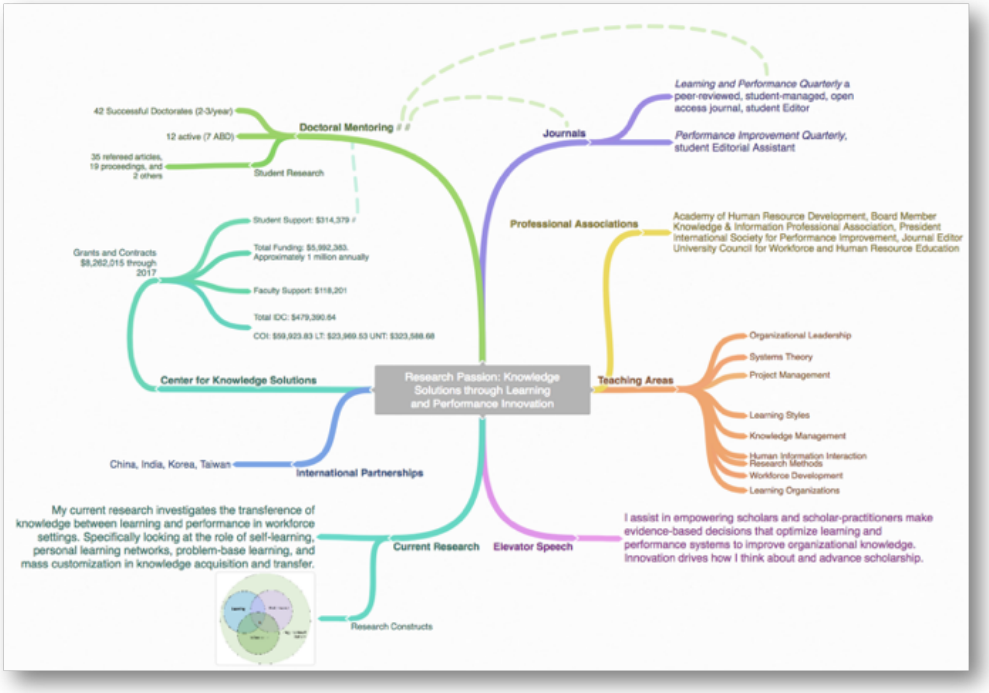
This paper is informational in nature and will engage and assist in understanding digital presence. Further, it will describe the tools necessary to be better identified and cited by scholars. As scholars, we must embrace and leverage this digital culture to disseminate our scholarship beyond the sporadic marketing of journals and professional associations.

> Please note: A complete Powerpoint has been completed for the purpose of further enhancing this abstract paper. This presentation will be modified to the constraints of the paper format.

RESEARCH PROFILE

In this growing digital culture, we must learn to shape our online identity, better network with our global colleagues, and share our personal values to guide our fields of study. Finally, we

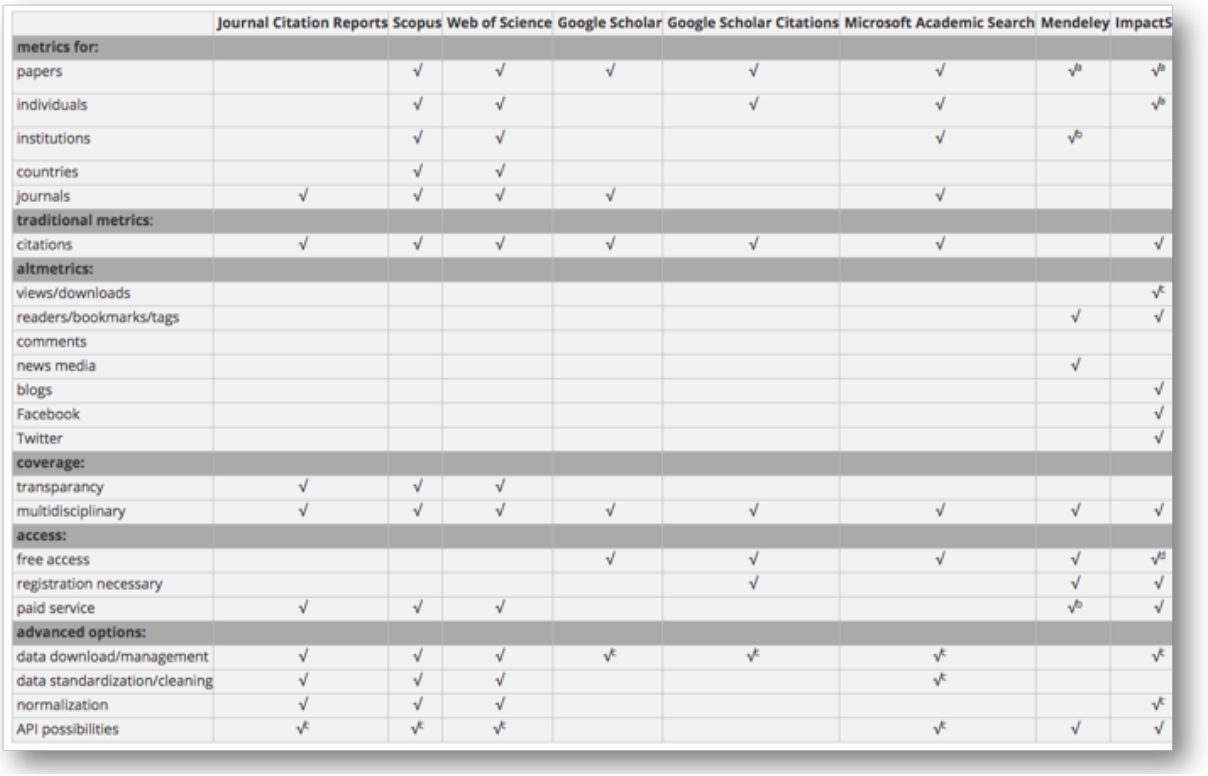
must begin to take an active role in the dissemination and control the impact of our professional scholarship in a globally networked knowledge economy. Scholars must create a central hub for all research activities (e.g., dedicated website, vita) and decentralized avenues for advertisement (e.g., Facebook/Instagram, Twitter). Further, a researcher needs to be able to both verbally and visually represent themselves:



THE RESEARCH CYCLE

As scholars, we must embrace and leverage this digital culture to disseminate our scholarship beyond the sporadic marketing of journals and professional associations. The need to publish another article, hoping that peers will cite an article, or relying on the unreliable marketing of journal for the purpose of advertising an individual authors important work.

As researchers, we must improve the likelihood that our publications has an impact by conducting research, writing and publishing an article in a scholarly journal. But, it's not the final step. Scholars must market their research. The core of dissemination strategy is "self-archiving". By uploading article to various databases or websites makes it easier discoverable and more visible and therefore more likely to be cited.



	Journal Citation Reports	Scopus	Web of Science	Google Scholar	Google Scholar Citations	Microsoft Academic Search	Mendeley	ImpactS
metrics for:								
papers		√	√	√	√	√	√[b]	√[b]
individuals		√	√		√	√		√[b]
institutions		√	√			√	√[b]	
countries		√	√					
journals	√	√	√	√		√		
traditional metrics:								
citations	√	√	√	√	√	√		√
altmetrics:								
views/downloads								√[c]
readers/bookmarks/tags							√	√
comments								
news media							√	
blogs								√
Facebook								√
Twitter								√
coverage:								
transparancy	√	√	√					
multidisciplinary	√	√	√	√	√	√	√	√
access:								
free access				√	√	√	√	√[d]
registration necessary					√		√	√
paid service	√	√	√				√[b]	√
advanced options:								
data download/management	√	√	√	√[c]	√[c]	√[c]		√[c]
data standardization/cleaning	√	√	√			√[c]		
normalization	√	√	√					√[c]
API possibilities	√[c]	√[c]	√[c]			√[c]	√	√

Source: Universiteit Utrecht (2017)

DIGITAL OBJECT IDENTIFIERS (DOI) vs RESEARCHER ID

The DOI provides a unique identifier for a journal article. Scholarly journal articles are assigned one DOI number, but they can be available from multiple web sites, and readers may wish to download an article from a service to which they are subscribed. For example:

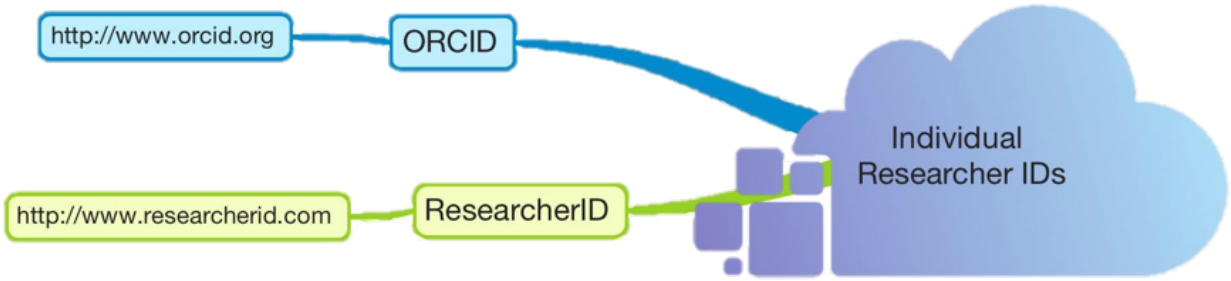
> Turner, J. R., [+]Zimmerman, T., & Allen, J. M. (2012). Teams as a sub-process for knowledge management. Journal of Knowledge Management, 16(6), 963-977. doi:10.1108/13673271211276227

This article then becomes unique with all citations and uses contributed to the article, but this is for the purpose of journal reputation - not for the author (though this also happens to some extent). Researchers are very unique or are they? There are 47,235 people named John Smith in the United States. There are 1,027 people named James Bond, 108 people named Harry Potter, 460 people named George Bush, 33 people named Emily Dickinson, and 466 people in the U.S. named Jeff Allen. There are 741 people in the U.S. named Denise Allen. However, there are 1 or fewer people in the U.S. named Denise Cipicchio. (howmanyofme.com/search, 2018). This illustrates that researchers are much less unique than we, individually, might want to be. More than a name is needed to identify our work. This is especially true for women who get married and switch to their spouses' last name.

With the introduction of researcher identification systems such as ORCID and RearcherID, we now have the ability to uniquely identify a researcher for the entirety of their career without the confusion of married names, institutions, or organizations. “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. ORCID is unique in its ability to reach across disciplines, research

sectors, and national boundaries and its cooperation with other identifier systems" (Orcid.org/about, 2018, p. 1). This researcher identification uniquely connects researchers to their contributions "across time, disciplines, and borders (Orcid.org/about, 2018, p. 1). A researcher's ID number (specific to the researcher) can be generated from a number of different and then be integrated – meaning that once an ORCID is populated, you can transfer your metadata to the ResearcherID and ScopusID profiles:

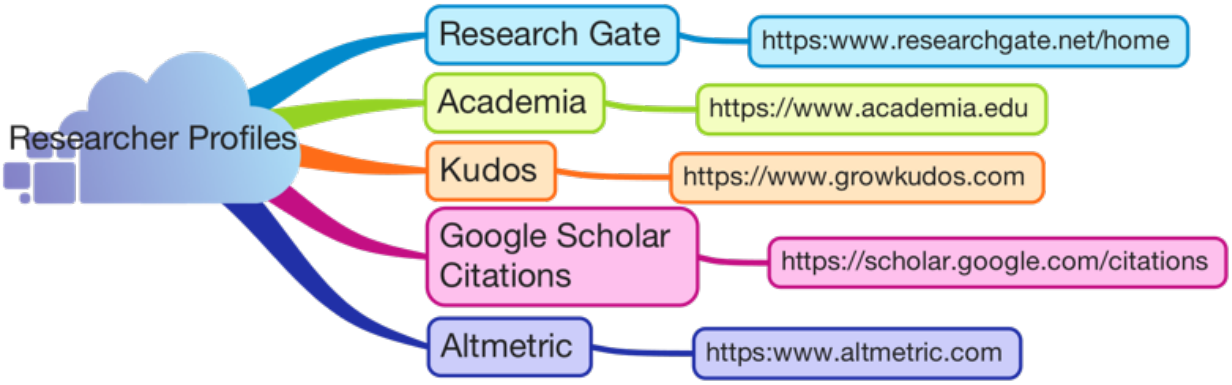
- ORCID – http://www.orcid.org
- ResearcherID – http://www.researcherid.org
- SCOPUS ID - https://www.scopus.com/



This provides the researcher much more control for distribution and marketing.

DIGITAL PRESENCE

Researchers have a wide range of technological and social tools that are designed to build academic profiles and increase scholarly collaboration.



Typical benefits include:

- Sharing of research
- Publications
- Non-published works
- Conference proceedings
- Presentation materials
- Connecting with colleagues
- Meeting new colleagues with similar research interests
- Q&A
- Job Postings
- Internal metrics

- Similar functions as in most social media sites (i.e., like, follow, bookmark)

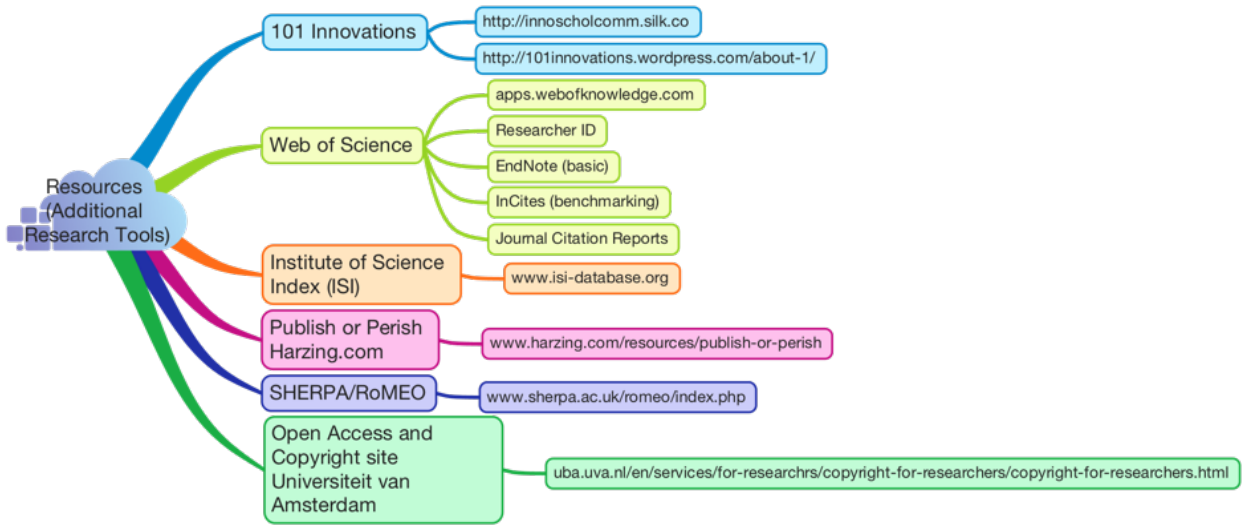
Advantages:

- To make your research and teaching activities known
- To increase the chance of publications getting cited
- To correct attribution, names and affiliations
- To make sure that a[s] much as possible is counted in research assessments
- To increase the chance of new contacts for research cooperation
- To increase the chance of funding
- To serve society better

Recommendations:

- Use multiple sources
- "Consider using ResearchGate in conjunction with other sites such as Academia.edu, Mendeley, Google Scholar or Figshare" (Open Research Exeter, 2018).
- Researchers must do something to promote their work. Without a plan, it i less likely that researcher will be cited.
- In the past, authors were almost entirely dependent on their publishers to make sure their work was found, read, and cited. But with almost 2 million new articles being published every year, it's becoming ever more critical for authors to use their own networks and expertise to ensure their publications get noticed (Beisel, 2014).

Additional Tools



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APPENDIX OF SLIDES