Your Online Identity
Promoting, Engaging, Discovering

Michael Ladisch
Pacific Libraries
Outline

Raise visibility through:

• Scholarly Social Networks
  • ResearchGate; Academia.edu

• General Social Networks
  • Twitter, Facebook

• Google Scholar Citations

• Blogging
  • Research Blogging

• ORCID

• Scholarly Commons
Why should I use social media for my research?

- Global connectedness
- Boosting exposure
- Receiving real time feedback
- Creating and sharing content
- Discovering new research
- Increasing societal impact
- Everybody’s doing it
Some suggestions:

- Maintain your profiles
- Be consistent
- Use your full name
- Cross-link your different profiles
- Don’t be a “Troll”
- Always be polite
- Add copyright statement for your work and respect other’s
- Don’t overshare
Social Media for Research

Before signing up:

• Be aware that your profile is public
• Read the small print
  • Business transfers - Who owns the data?
  • Waiving your rights?
  • Government requests?
  • Right to leave?
“I have read and agree to the Terms” is the biggest lie on the web.

http://tosdr.org
Scholarly Social Networks

- LinkedIn: http://ie.linkedin.com/
- Academia.edu: http://www.academia.edu/
- ResearchGate: https://www.researchgate.net/
- SSRN: http://www/ssrn.com/

General Social Networks

- Twitter: http://twitter.com/
- Facebook: https://www.facebook.com/
- Google+: https://plus.google.com/
Social Networks for Research

ResearchGate

Advance your research
Discover scientific knowledge, and make your research visible.

Join for free

http://www.researchgate.net/
Fact Sheet

- Started in 2008
- Membership is free
- 13+ million members (2017)
- More than 100 million papers

http://www.researchgate.net/
Fact Sheet

- Started in 2008
- Membership is free
- 55+ million members (2017)
- More than 19 million papers
- 36 million unique visitors per month

http://www.academia.edu/
Academia.edu

Patty A. Gray

University of the Pacific, Environmental Studies, Garden Program Dire... | Organic Gardening +23

Patty A. Gray is currently Garden Program Director at the University of the Pacific in Stockton, California. Until June 2016 she was a full-time tenured Lecturer in the Department of Social Anthropology at Maynooth University of Ireland. She was previously a tenured A... more

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BOOKS


PAPERS

Russia as a Recruited Development Donor

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Craig Vierra • 3rd
Chair and Professor of Biological Sciences at University of the Pacific
University of the Pacific • University of California at Riverside
Stockton, California Area • 295 connections

Natural spider silk is an extraordinary material that is stronger than steel and tougher than Kevlar (body armor). My laboratory works on the development of synthetic spider silks. We have spent years studying the natural extrusion...
Fact Sheet

• Started in 2003
• Membership is free
• 500+ million members (2017)
• Formation of interest groups (1.3 million groups)
• Professional networking
• Job listings, business opportunities

https://www.linkedin.com
altmetrics is the creation and study of new metrics based on the Social Web for analyzing, and informing scholarship. Our vision is summarized in:


How Do You Organize Research Citations in Policy Documents?

There is a lot of interest in finding references to research in policy documents to help tell the stories of the research. We took a look at categorizing the different types of policy topics to help make more sense out of these references. We would love to hear your feedback. Is this important? Do you agree with the categories?

# Google Scholar Citations

## Marcos Gridi-Papp

**University of the Pacific**  
animal communication, auditory physiology, vocal physiology, amphibia, bioacoustics  
Verified email at pacific.edu - [Homepage](http://scholar.google.com/)

<table>
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<th>Title</th>
<th>Cited by</th>
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<tr>
<td>SoundRuler: acoustic analysis for research and teaching</td>
<td>101</td>
<td>2007</td>
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<td>M Gridi-Papp</td>
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<td>Animal communication: complex call production in the túngara frog</td>
<td>71</td>
<td>2006</td>
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<td>M Gridi-Papp, AS Rand, MJ Ryan</td>
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<td>Nature 441 (7089), 38-38</td>
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<td>Pure ultrasonic communication in an endemic Bornean frog</td>
<td>39</td>
<td>2009</td>
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<td>VS Arch, TU Grafe, M Gridi-Papp, PM Narins</td>
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<td>PLoS One 4 (4), e5413</td>
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<td>Active control of ultrasonic hearing in frogs</td>
<td>26</td>
<td>2008</td>
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<tr>
<td>M Gridi-Papp, AS Feng, JX Shen, ZL Yu, JJ Rosowski, PM Narins</td>
<td></td>
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<td>Proceedings of the National Academy of Sciences 105 (31), 11014-11019</td>
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</table>

[Google Scholar](http://scholar.google.com/)
Google Scholar Citations

User profiles for marcos gridi-papp

Marcos Gridi-Papp
University of the Pacific
Verified email at pacific.edu
Cited by 322

[HTML] Pure ultrasonic communication in an endemic Bornean frog
VS Arch, TU Grafe, M Gridi-Papp, PM Narins - PLoS One, 2009 - journals.plos.org
Abstract Huia caviyiannum, an endemic Bornean frog, is the first amphibian species known to emit exclusively ultrasonic (ie, > 20 kHz) vocal signals. To test the hypothesis that these frogs use purely ultrasonic vocalizations for intraspecific communication, we
Cited by 39 Related articles All 14 versions Web of Science: 18 Cite Save More

[HTML] Active control of ultrasonic hearing in frogs
M Gridi-Papp, AS Feng, JX Shen... - Proceedings of the..., 2008 - National Acad Sciences
Abstract Vertebrates can modulate the sound levels entering their inner ears in the face of intense external sound or during their own vocalizations. Middle ear muscle contractions restrain the motion of the middle ear ossicles, attenuating the transmission of low-frequency
Cited by 26 Related articles All 13 versions Web of Science: 11 Cite Save

[HTML] The structure of vocal sounds produced with the mouth closed or with the mouth open in treefrogs
Frogs and toads mostly call with their mouths shut, unlike many other vertebrates. Sound is generated when air crosses the larynx, but there is no direct airflow to the external environment and radiation occurs at the skin. This study directly compares the acoustic
Cited by 15 Related articles All 6 versions Web of Science: 13 Cite Save

http://scholar.google.com/
7 ways to make your Google Scholar Profile better

1. Clean up your Google Scholar Profile data
Thanks to Google Scholar Profiles’ “auto add” functionality, your Profile might include some articles you didn’t author.

2. Add missing publications to your Profile
Google Scholar is pretty good at adding new papers to your profile automatically, but sometimes articles can fall through the cracks.

3. Increase your “Googleability”
One benefit to Google Scholar Profiles is that they function as a landing page for your publications. But that functionality only works if your profile is set to “public.”

Source: http://blog.impactstory.org/make-google-scholar-better/
Social Networks for Research

Twitter

Basics…
• Communications are called “tweets”
• 140 characters or less!
• Subjects referred to by using a hashtag “#”
• Refer to someone by using “@” before their username
• Can “retweet” – send on tweets from others to your followers

https://twitter.com/
Twitter

Keep in mind

• Tweet about new publications
• Get feedback on ideas
• Great for reaching external audiences
• Tweet from conferences
• Don’t mix private and professional (but you can be informal)

• Remember…all tweets are public!

https://twitter.com/
Nao Kodate 小館 尚文
@NaoKody Follows you

AssistProf. in Social Policy @ucdublin. Comparative health policy & politics; cross-cultural gerontology; patient safety; and gender equality in STEM.

 Tweets Following Followers Likes
 5,587 431 419 3,967

Who to follow · Refresh · View all

Tweet to Message

Who to follow · Refresh · View all

4 Followers you know

Tweets

Nao Kodate 小館 尚文 Retweeted
Mario Project @mario__project · 2h
It's time for me to dress up elegant... tomorrow I'll be at the vitaiindiretta Italian TV show RaiUno AlzheimerEurope EU_H2020

Irish Gerontolog Soc @Irishgerontsoc · 10h
Thanks to the @Age_and_Ageing team. We're all set for #IGS2017. Visit event website for details and to register. irishgerontology.com/events/igs-65f...
Twitter

Follow or tweet from conferences

#3amconf

#acr2017
Follow, publishers, professional organisations, institutions, researchers in your field.
Facebook

Join groups of interest

https://www.facebook.com
Manage multiple social media accounts

https://hootsuite.com/
I don't think I've ever heard of anyone making a pulled noodle with cuttlefish ink, but it worked nicely. Bread flour, one egg, two small packets of cuttlefish ink and water to make a stiff dough. Knead for an hour or so, rolled out, oiled and cut into thick strips, nested for 3 hours. Then pulled and as you can see stuck to the counter top on the ends so they didn't spring back. Normally I throw them right in the water, but I wanted to dry these, I think they're stunning.

So how to cook them? I think in a roasting pan, they're about 6 feet long! Then maybe serve in dashi stock with miso paste. We'll see.
Academic blogs can be interesting sources of new and cutting edge research.

http://blog.rsb.org.uk/
Research Blogs

In addition to individuals, there are blogs from respected journals and academic institutions...

http://blogs.bmj.com
Research Blogs

In addition to individuals, there are blogs from respected journals and academic institutions ....

http://blogs.lse.ac.uk/impactofsocialsciences/
Research Blogs

http://wordpress.com/

http://www.blogger.com/

http://www.typepad.com/

https://www.tumblr.com/
Personal or Project Website

Michaela Pelican
Junior Professor of Cultural and Social Anthropology, University of Cologne

Latest publications


Free Open Access E-Book (useful for teaching) via Transcript Website

Short Biography

Michaela Pelican is Junior Professor of Cultural and Social Anthropology at the University of Cologne. She is also a principal investigator in the Thematic Research Area 1 'Migration, Citizenship and Labour'
ORCID

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. Register now! Registration takes 30 seconds.

2. **ADD YOUR INFO**
   Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

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

http://orcid.org
Fact Sheet

- Started in 2012
- Membership is free
- 3.8+ million IDs (2017)
- 1+ million IDs with education affiliations
- 813,000 IDs with works

http://orcid.org
Kalpana Shankar

ORCID ID
http://orcid.org/0000-0001-8788-466X

Biography
Professor, School of Information and Communication Studies, University College Dublin

Works (14)

Organizational Resilience in Data Archives: Three Case Studies in Social Science Data Archives
Data Science Journal
2017-04-04 | journal-article
DOI: 10.5334/dsj-2017-012

Making Sense of Mobile- and Web-Based Wellness Information Technology: Cross-Generational Study
2013 | journal-article
DOI: 10.2195/mer.21324
ISSN: 1438-8871

Data sharing in the sciences
2011 | journal-article
DOI: 10.1002/aris.2011.1440450113
ISSN: 0066-4200

http://orcid.org
• ORCID is a hub that connects you and your research and scholarly activities through the embedding of ORCID identifiers in existing workflows, data systems and other identifier systems.

• The ORCID API supports system-to-system communication and authentication, further helping to connect research and researchers around the world.

http://orcid.org
Thank you!

Feel free to attend other Scholarly Communication Talks
For schedule see: http://scholarlycommons.pacific.edu/plw/

And check out the workshops provided by:
Office of Sponsored Programs
Institutional Review Board
Graduate School
Center for Teaching and Learning

Contact:
Michael Ladisch
Phone: 209.932.3188
Email: mladisch@pacific.edu
Twitter: MichaelLibrCA
ORCID: http://orcid.org/0000-0002-0124-5582