CHM GRAD WORKSHOP
MANAGING YOUR PROFESSIONAL IDENTITY

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AGENDA
WHAT WE WILL BE COVERING

• Discoverability
  – Your Name
  – Your Work

• Image
  – Your Networks

• Impact
  – Citing, reading, discussing
• You’re great at what you do, but does everyone else know that?
• If someone knows about your work, can they find it and access it?
• How can you show that your work is having an impact on other researchers?
DISCOVERABILITY

HOW SEARCHABLE ARE YOU?

• What’s your name and how is it presented?
• What are the possible variants of your name
  – Your Name
  – Your Full Name
  – Y. Name or Y.F. Name
  – You’re Name
  – Name, Your F.
Problems with Name Authority

- Inconsistent name formats caused by the authors themselves or editors
- Various transliteration systems, especially where different non-Roman alphabet names result in the same transliterated Roman alphabet name.
- Legal name changes
- Cultural variants in the position of surnames
- Compound or hyphenated names
- The sheer volume of scholarly materials
- Highly similar names of individuals sometimes doing similar work at the same institution.
- The large number of common names, especially surnames
DISCOVERABILITY

“SOLVING” NAME AUTHORITY

• If you want to make sure all your articles link back to you, you need...
  – A common identifier that doesn’t change
  – A single place to aggregate your work (or links to your work)
  – URLs that won’t break when publishers change their websites
DISCOVERABILITY

“SOLVING” NAME AUTHORITY

• ORCID ID
• https://orcid.org/my-orcid
• Online portfolio co-locating all publications
• Permanent Identifier
  – Use identifier in footer in articles and in author notes in repositories
  – Directs other researchers to central location to discover all works by you.
• Quick and easy to start; download articles from SCOPUS
ACTIVITY
DISCOVERABILITY

• Sign up for ORCID ID
• https://orcid.org/my-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.
DISCOVERABILITY
MORE NAME AUTHORITY

- Other options
  - Google Scholar Profile
  - ResearchGate.com
  - Academia.edu

- Not as supported across platforms
- Does not have permanent links
- For best coverage, use more than one
A DOI, or Digital Object Identifier, is a string of numbers, letters and symbols used to permanently identify a digital object (e.g., article, dataset, web page) and link to it.

The online object itself may change locations, but the DOI assigned to that object will never change.
DOIs can be used for anything, you just need an authority to assign them (journal, etc.)

- Figshare and Purdue’s PURR repository can assign DOIs for data sets
- GitHub can assign DOIs for software
- Purdue’s ePubs can assign a permanent URL for any publication that can be deposited
DISCOVERABILITY
COPYRIGHT PROBLEMS

• Publishers often require a transfer of copyright
  – Can you put your articles in a repository?
  – Can you post your articles on your website? What about Blackboard?
  – Can you use send your article to other members of your group?
DISCOVERABILITY

COPYRIGHT SOLUTIONS

• Check the publisher’s policies on sharing and reuse
  – Sherpa/RoMEO
    • [http://www.sherpa.ac.uk/romeo/](http://www.sherpa.ac.uk/romeo/)
    • Shows the rights you retain when you sign a publisher’s standard copyright transfer agreement

• Publish in an open access journal

• Negotiate copyright transfer agreement
  – Purdue supports the CIC (Big Ten) Copyright Addendum
    – Retains “non-exclusive rights to use, reproduce, distribute, and create derivative works”
• How do you find interdisciplinary collaborators or collaborators from other institutions?
• How do you get the word out about your unique skills and research interests?
• What does your online presence say about you, and about your work?
• How are you promoting your work to your network?
• Also: Potential employers and collaborators will Google you
## Academic Social Networks

<table>
<thead>
<tr>
<th>Tool</th>
<th>Pro(s)</th>
<th>Con(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>Widely accepted venue for job seekers. Facilitates communication outside email and phone.</td>
<td>Not linked with traditional scholarly communication. Doesn’t easily allow linking to papers and presentations.</td>
</tr>
<tr>
<td>ResearchGate and Academia.edu</td>
<td>Built to link to papers. Allows for narrowing by subject discipline. Recommends researchers you may have interest in.</td>
<td>Encourages violation of copyright agreements.</td>
</tr>
<tr>
<td>Mendeley and Zotero</td>
<td>Allows for networking directly around academic content. Makes it easy to follow up with researchers who work in similar areas.</td>
<td>Not designed primarily for social networking.</td>
</tr>
</tbody>
</table>
• **h-Index**
  - You have h articles with at least h citations

• **g-Index**
  - You have g articles with an average of at least g citations

• Adapted journal metrics (impact factor, eigenfactor, etc.)
• Tracking citations is difficult
  – Web of Science, Scopus, Google Scholar
  – What data does each cover or collect?

• Publish or Perish
  – https://harzing.com/resources/publish-or-perish
  – Uses Google Scholar data to calculate metrics
• Some citation managers can show how many other users are reading, saving, following, and sharing your work
• Naturally very limited, but it’s interesting data
• Mendeley is currently the leader in this area
Are people talking about you?

- Are you getting likes, tweets, mentions, upvotes, comments...?
- Altmetrics
  - [https://growkudos.com](https://growkudos.com)
    - Free, good for students
  - [https://impactstory.com](https://impactstory.com)
    - Subscription required
    - Aimed more at faculty
  - [https://altmetric.com](https://altmetric.com)
WRAPPING UP

WHAT DID WE COVER

• Discoverability
• Image
• Impact