Building a professional research profile: A workshop for staff and postgraduate students

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Lincoln University
Emerging Researchers

Researcher Profile Silvia Garcia Tavares

Lincoln University Research Archive | Lincoln University Living Heritage | Professional Media

http://researcharchive.lincoln.ac.nz | http://livingheritage.lincoln.ac.nz

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Strategies

1. Describe what you do – your research
2. Focus on building a research community – will build over time
3. Network both online and in person – academic events & conferences
4. Nurture the network – regular connect
Considerations

• How do you want to present yourself? Twitter? Blog? LinkedIn?
• How much time do you have to maintain your professional profile?
• How much control, interaction do you want?
• How to balance privacy vs visibility?
What might a professional portfolio include?

- List of your publications/research outputs
- Traditional CV
- Samples of your work
- Personal website/blog
- LinkedIn profile
Power of technology

Linking to other people:
• Blogs and websites
• Research communities/networks e.g.: ResearchGate; Mendeley; Vitae (lists communities) Google Scholar (can follow people); PLOS Channels
• Researcher identity: ORCID; ResearcherID
• Twitter Kudos
• Altmetric
• Professional media compared to social media
  – LinkedIn ✓
  – Facebook ?

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WordPress

- More than a Blog...
- Open source so free to use
- Easy to install
- Publish and edit your own content
Research Communities

- **Academia.edu** - social networking platform
- **Researchgate** - social networking site, developed by scientists for scientists
- **Mendeley** - A social reference management site (and an alternative to EndNote)
Academia.edu

- Upload your research outputs,
- Analytics on your profile and papers
- Follow other researchers in your field
- Notification when others view your work
Researchgate

- Upload your research outputs
- Choose topics or researchers to follow
- Ask a research question
- Collaborate with peers
- Explore career opportunities
Mendeley

- Upload your research publications
- Provide a brief academic CV
- Social collaboration
- Free online storage to 2GB
- Can work with large collections of PDFs
- Discover new research in your field

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Kudos

• Maximize the visibility and impact of published articles

• https://www.growkudos.com
Altmetric

Monitors the impact of your research, e.g.

- Blogs
- Social media
- Mendeley
- Public policy documents
- Post publication peer review platforms
Vitae

Vitae – releasing the potential of researchers

• Useful resources and tips
  – Researcher Development Framework RDF
    • “doctorate, are a member of research staff, pursuing an academic career or thinking about applying the skills developed during your PhD in another career”
      – Identify your strengths and gaps in development
      – Prioritise development needs
      – Monitor progress
The Research Whisperer

Scholarly Kitchen
Researcher Identity

As part of your professional portfolio create a researcher identity, to support networking and showcasing your research.

Why is this important?
Enables you to manage your publications, track citations, check who is citing your publications, identify potential collaborators and avoid author misidentification.

For example:

- **ORCID** – see [JISC](https://jisc.ac.uk) for an overview
- **ResearcherID**
- **Scopus ID**
- **Google Scholar Citations**
ORCID
Create your profile

Go to http://orcid.org/
And follow the 3 easy steps

DISTINGUISH YOURSELF IN THREE EASY STEPS

1. REGISTER
   Get your unique ORCID identifier. Registration takes 30 seconds.

2. ADD YOUR INFO
   Integrate your ORCID record with your professional information and link to any other identifiers (such as Scopus or ResearchID or LinkedIn).

3. USE YOUR ORCID ID
   Include your ORCID identifier on your publications, presentations, and grant applications.

Create a permanent researcher identity

Protect your scholarly outputs

Manage your publications and CV

Create a sustainable profile

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Silvia has made good use of the features in ORCID, e.g.

- Links to her blog
- Employment history
- Publications
- Research communities

Biography

I am a lecturer in Urban Design at James Cook University, in Australia. My previous professional experience include New Zealand, Germany, and Brazil. In New Zealand I worked as an assistant lecturer in Landscape Architecture at Lincoln University, in Germany I was a visiting researcher at the ILS (Research Institute for Regional and Urban Development) in Aachen, and in Brazil I lectured at the Universidade Federal do Tocantins, where I was the Coordinator of the Building Science Laboratory and Head of the Culture Department. I hold a PhD in Urban Landscapes from Lincoln University (New Zealand), a Masters in Building and Urban Habitability from the Universidade Federal do Rio Grande do Sul (Brazil), and a Bachelor in Architecture and Urbanism from Universidade Federal de Pelotas (Brazil).
Example of ORCID

- Brian Kelly -
  http://ukwebfocus.wordpress.com/

UK Web Focus
Reflections on the Web and Web 2.0

Listening to Freshers
Posted by Brian Kelly (UK Web Focus) on 24 September 2013

Just over a year ago I sent a message to the website-info-mgt JISCMail list in which I commented how I had noticed that "several units promoted a Freshers Week Twitter tag. I came across #HelloKent, #UnFreshers, #HelloBrum, #sussexfreshers, #bcufreshers and (possibly) #imofordbrookes". In light of my observations I subsequently used the Twubs Twitter archiving service to set up archives for the hashtags #HelloKent, #UnFreshers, #HelloBrum, #sussexfreshers and #bcufreshers.

Fast forward a year and yesterday I came across a tweet from @Jayconsulting which informed me that:

- Freshers advice offered via Twitter | News | Times Higher Education http://www.timeshighereducation.co.uk/news/freshers-advice-offered-via-twitter/2007585.article#.UkA0me82gZA.twitter ...

The article in the Times Higher, entitled Freshers advice offered via Twitter describes how "The National Union of Students is hosting its first-ever Twitter question and answer sessions, offering first-years advice on a range of topics" and went on to explain how "The Freshers Survival support sessions will run until Friday, tackling a different issue each day, with experts dishing out advice to thousands of new undergraduates".

The changes in the higher education sector from when I was a student in the 1970s are not just about the technology, however. I suspect in those days if the technology had been available there would have been a more political aspect to the discussions, whereas in the twenty-first century we find that "Founder of the financial advice forum MoneySavingExpert.com, Martin Lewis, will be on hand to offer tips on budgeting (Thursday), while relationship expert Tracey Cox will advise on social life, sex and relationships (Friday)!"

But how will this week’s tweet chats develop? Will students actively participate in the discussions about budgeting, sex and relationships? Will commercial companies spot the marketing opportunities which use of this hashtag may provide? Or perhaps evangelical Christians will use modern technology to provide an opportunity to provide a Christian message about sex and relationships.
Professional portfolio

Maximising the use of:

Lincoln University Research Archive
• Your research outputs

Lincoln University Living Heritage
• Activities associated with your research
Professional Portfolio

Living Heritage can store information associated with your research:

• Consider including all sorts of formats, e.g. videos, podcasts
Summary

Where to begin?

• Register for an ORCID
  – Load your research outputs

• Explore research communities, e.g. ResearchGate; Academia.edu
Publishing and Publications

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Research outputs

Your research outputs may include:

• Thesis or dissertation
• Conference presentation
• Poster presentation
• Journal articles
• and more…
As you create your outputs you will create numerous versions.
Versions of your work

What?
• Drafts; revisions
• Preprint (pre peer-review)
• Publishers version/Accepted manuscript (post peer-review)
• VERSIONS Toolkit
• Organise your versions using EndNote or Excel
Versions of your work

Why are versions important?

• Record of your development as researcher, e.g. working paper may develop into a journal article

• Some Publishers allow the publishers version to be included in an open access e.g. Lincoln University Research Research Archive (LURA)
  – Increases your visibility as a researcher
Open Access

July 2013 Lincoln University adopted OA policy.

• Theses and dissertations are mandated
• Depositing other outputs to Research Archive
• Consider OA Journals along with subscription journals
• Advantages of OA: timeliness and visibility
Embargoes

- Lincoln University wants to collect all your outputs

- You have control over the timing of open access

  - E.g. single release, i.e. when your thesis is released we can release associated works
Publishing

Writing for publication:
• Getting started >LU Database: Sage Research Methods

Where to publish?
• Check with Supervisor; colleagues; peers
• View journal websites – Aims and scope of journal; Impact factor; Peer-review; Permissions
• Journal Impact Factors - Check Journal Citation Report (doesn’t include all journal titles)
• DOAJ: Directory of Open Access Journals
• Analytic tools, e.g.: Scopus; Web of Science

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Publisher Article Processing Charges

- Some publishers may charge authors to publish via the Open access model
- **Funding** may be available for OA publishing via your faculty or supervisor
  - [Hub](#) information

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Publishing

Questions to consider, for example:
• Is journal peer reviewed?
• Generalist or niche?
• What are the Journal’s policies regarding Open Access?
• What is the time from submission to publication?
• What do you retain the rights to?

More LU: More:Taylor and Francis video
Authors Rights

• Publishers contracts
  – sign over copyright to Publishers?
  – be aware of what is covered, e.g. text, images, graphics etc
• Third party copyright – do you have copyright permission to use others’ works (images, graphics etc)? If NOT, you need to remove
• Creative Commons – choose a licence for your work
Publishers contracts

• Information on publishing agreements go to **Information for Authors** on a publisher or journal web site, for example:
  
  – Elsevier
  – Sage
  – Taylor & Francis
  – Wiley Blackwell
OA search engines

**Base**
- Academic open access web resources
  - https://www.base-search.net/about/en/

**Core**
- Connecting repositories
  - https://core.ac.uk/

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