

E-visibility at Unisa

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UNISA



Overview

- Realities facing researchers
- E-visibility... much ado about nothing?
- Benefits of e-visibility
- Role of the librarian in e-visibility
- Research e-profiles
- E-visibility at Unisa
- Problems encountered
- Lessons learnt

Realities facing researchers

- Global increase in researchers (approx. 7.1 million researchers worldwide - UNESCO)
- Growth in scientific communication channels (growth in journal titles & open access)
- Growth in peer reviewed papers published (approx. 50 million scholarly research articles)
- Technology & format advances (e-only content blogs, digital archives, videos, datasets, animation, digital objects)
- Increase in collaborative research across institutional & geographic boundaries
- Increase in frequency of multi-authored papers
- Who uses the Internet?
- If you use the Web then you have an online presence!

E-visibility... much ado about nothing?

Background

- Researchers need to be visible and not invisible in their disciplines
- Discoverability
- Accessibility
- Article in Nature 2001 indicated online articles were more likely to be cited therefore increasing the impact of the article

Online research presence on the Web is the number of web mentions of a researcher (Chung & Park:2012)

- Making researchers and their research discoverable and accessible
- Increasing research visibility on the Web - hence e-visibility
- E-visibility can be described as the online research presence of researchers and their research
- This made sense – echoed in 4 step guide by Goodier & Czerniewicz (2012) University of Cape Town

Benefits of e-visibility

- It is a powerful way for researchers to boost their professional profile – online resume / cv (Bik & Goldstein: 2013)
- Take control of their research (Goodier & Czerniewicz: 2012)
- It helps researcher gain recognition in their discipline (Goodier & Czerniewicz: 2012)
- It helps to improve research efficiency – disseminating their research and making it discoverable and accessible (Bik & Goldstein: 2013)
- It allows for citation tracking and improving your impact as a researcher (Traditional and alternative) – citation counts, citation analysis and accumulation of attention data which translates to altmetrics
- It enhances professional networking of researchers – can make contact with other researchers and collaborate – grow your networks (Goodier & Czerniewicz: 2012)
- It allows for wider communication between scientists and general public – “online outreach” if you may (Bik & Goldstein: 2013)

Enter the librarian...

Need for tools and skills to help manage and almost make sense of these

Enter the librarian...

- Current skills and competencies to play role in research workflow (Ward, Bejarano & Dudas:2015)
- Responsibility to integrate library into Research process (Ward, Bejarano & Dudas:2015)
- Online visibility is increased by increasing electronic publication (Ebrahim et al 2014) – promote e-publishing
- Creating awareness and promoting e-visibility to researchers (Goodier & Czerniewicz: 2012)
- Harnessing online professional identity tools and promoting research e-profiles

Research e-profiles

Essential elements necessary in a research e-profile (Ward, Bejarano & Dudas: 2015):

1. Electronic representation of the researcher online
2. Researcher/research online reputation
3. Researcher/research online discoverability and accessibility

Electronic representation of the researcher online

- An online platform for uploading pertinent information of the researcher (Ward, Bejarano & Dudas: 2015)
- Structured of unstructured platforms exist
- E-Profile - create an account or register on social / academic media network

Researcher/research online reputation

- Research reputation management (Ovadia: 2014)
- Unique researcher profile & ID number critical for professional identity management
- Need for accurate identification of researcher and research affiliation (Piwowar & Priem: 2013)
- Solve name ambiguity issues with proper author name identification

Researcher/research online discoverability and accessibility

- Build an online an accurate list of research publications by uploading/importing the research publication information from various platforms/systems
- Automatically track times cited counts & citation metrics, calculates H-Index
- Citation counts, metrics & H-index are current and publically visible
- Visualization tools e.g. collaboration networks

E-visibility at Unisa

KPA – contracted to creating awareness and promoting e-visibility

- Training – group and one-on-one training with researchers affiliated to colleges
- Science librarians – CAES/CSET initiatives every 2nd month

Focus on e-profiles

- Strategies to increase formal research e-profiles like (ResearcherID, SciVal Experts profiles, Google Scholar Citation Profiles and ORCID)
- Mindful to include research e-profiles on scholarly social media (ResearchGate, Academia.edu, Mendeley, Twitter etc.)

Formal Research profiles which enhance e-visibility

ISI Researcher ID <http://www.researcherid.com>

Scopus Author Profile / SciVal Experts

<http://www.scopus.com/authoridentifier>

Unisa Institutional Repository

<http://uir.unisa.ac.za>

Google Scholar Citations profile

<http://scholar.google.com/citations>

ORCID: Open Researcher & Contributor ID

<http://www.orcid.org>

Creating a consolidated online research profile

Step 1. Create Google Scholar (GS) profile



Link all GS research publications to GS citation profile

Step 2. Populate Institutional repository with research output e.g. Unisa IR AND Populate subject online archives e.g. ArXiv

Step 3. Create ResearcherID profile (Web of Science)



Link WOS publications to ResearcherID account

Step 4. Create and populate ORCID profile with biography, education, employment and Works

Step 5: Import from Scopus (Elsevier) publications & profile details to ORCID



Step 6. Import from ResearcherID all WOS publications and profile details to ORCID

ORCID = Consolidated online research profile with links to your scholarly research output in a webpage which is accessible to all.

Informal Research profiles which enhance e-visibility

Impact Story <http://www.impactstory.com>

Altmetrics = <http://www.altmetrics.com>

ResearchGate

<http://www.researchgate.net>

Academia.edu <http://www.academic.edu>

Mendeley – <http://www.mendeley.com>

Twitter – <http://www.twitter.com>

Creating e-profiles on scholarly social media

1. Create profile on ResearchGate



- Link all research output
- Follow other researchers

2. Create profile on Academia.edu



- Link all research output
- Follow other researchers

3. Create a Mendeley profile



- Link all research output
- Follow other researchers

4. Create a twitter profile



- Tweet your research output
- Follow other researchers

Monitor alternative citations on various online platforms:

- ScienceDirect / Scopus
- Altmetrics.com (Open source)
- Impact Story (commercial resource)

Consolidated research e-profile e.g. ORCID

- Create a central registry of unique identifiers for individual researchers – Open and transparent linking mechanism between ORCID and other current researcher ID schemes (Scopus, ResearcherID)
- Peer-reviewed scholarly publications are accessible via a URL from ORCID – this is very useful for researchers applying for NRF rating
- Research profile accessible via a URL from ORCID – this is very useful for researchers applying for NRF rating
- Gives the researcher opportunity to include research outputs of your choice on profile
- Gives publishers accurate account of author's prior work and citations
- Gives the researcher opportunity to link to scholarly and related social media websites e.g. ResearchGate, Academia.edu, Google Scholar and institutional website to enhance your research profile
- Will include altmetrics in future

Example of a consolidated e-profile on ORCID

Kevin Mearns

ORCID ID

 orcid.org/0000-0001-5874-3542

Also known as

K Mearns, KF Mearns

Country

South Africa

Keywords

Community-based Tourism,
Environmental Management,
Sustainable tourism

Websites

[Google Scholar Profile](#)
[Unisa Institutional Website](#)
[Academia.edu](#)
[Research Gate](#)

Other IDs

[ResearcherID: C-7411-2015](#)
[Scopus Author ID: 37661828400](#)

Education (2)

↑↓ Sort

University of Portsmouth: Portsmouth, Portsmouth, United Kingdom

2007-09 to 2011-06 | PhD (Environmental Design and Management)

Source: Kevin Mearns

Created: 2014-08-07

University of Johannesburg: Johannesburg, Gauteng, South Africa

1994-01 to 1997-06 | MSc Geography and Environmental Management (Geography and Environmental Management)

Source: Kevin Mearns

Created: 2015-03-13

Employment (7)

↑↓ Sort

UNISA: Johannesburg, Gauteng, South Africa

2013-01 to present | Professor (Environmental Sciences)

Source: Kevin Mearns

Created: 2014-08-07

UNISA: Johannesburg, Gauteng, South Africa

2011-12 to 2012-12 | Associate Professor (Environmental Sciences)

Source: Kevin Mearns

Created: 2014-08-07

University of Johannesburg: Johannesburg, Gauteng, South Africa

2010-04 to 2011-11 | Senior Lecturer (Tourism Management)

Possible problems

- Need to convince researchers of benefits – word of mouth
- Reluctance to engage on scholarly social media
 - By mature established researchers
 - Specific disciplines e.g. Law & Social Sciences (Traditional citation resources strong in STM)
- Misrepresentation of researchers achievements (Ward, Bejarano & Dudas: 2015; Piwowar & Priem: 2013)
 - Need accurate information on profiles
 - Need accurate data on research output for accurate metrics
- Time consuming to maintain profiles (Ward, Bejarano & Dudas: 2015) - Start off enthusiastic but interest declines
- Admin task – not willing to take responsibility.

Lessons learnt

- Buy in from Academic Librarian is essential – practice what you preach
- Read up on research e-profiles and scholarly social media tools - know the tools of your trade
- New exciting research being done on the correlations between altmetrics and citations and how this increase the impact of researchers
- Identify the champions in the college and focus on convincing them of importance of e-visibility
- It'll take pure tenacity and perseverance at first but the rest will follow – by word of mouth!

Lessons learnt (cont.)

- Go the extra mile – track the researcher and surprize them with their progress – illustrate the benefits
- Aha! factor - use this examples of “meteorite” enthusiastic researchers to convince other researchers of benefits

Thank **you**

Learn without limits.

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