Developing Your Scholarly Identity

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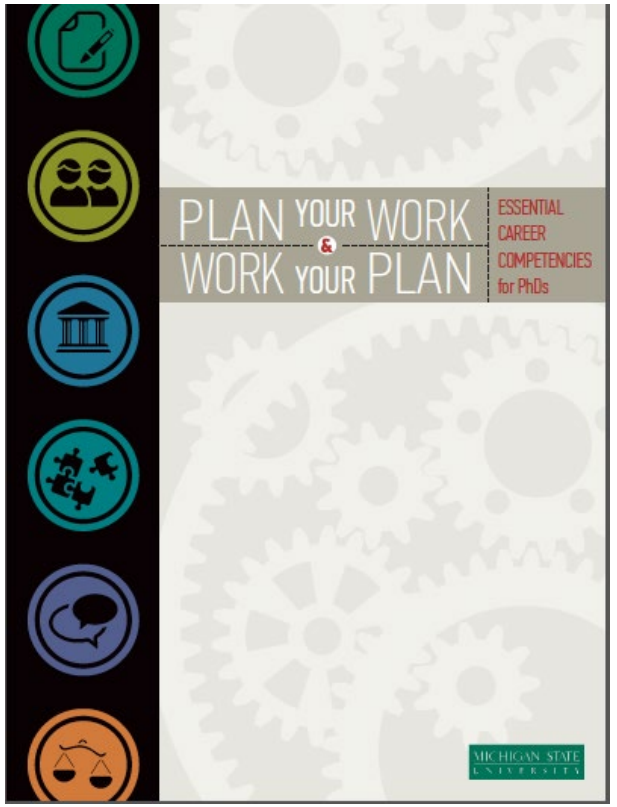
Developing Your Digital Identity as Part of an Educational Strategy

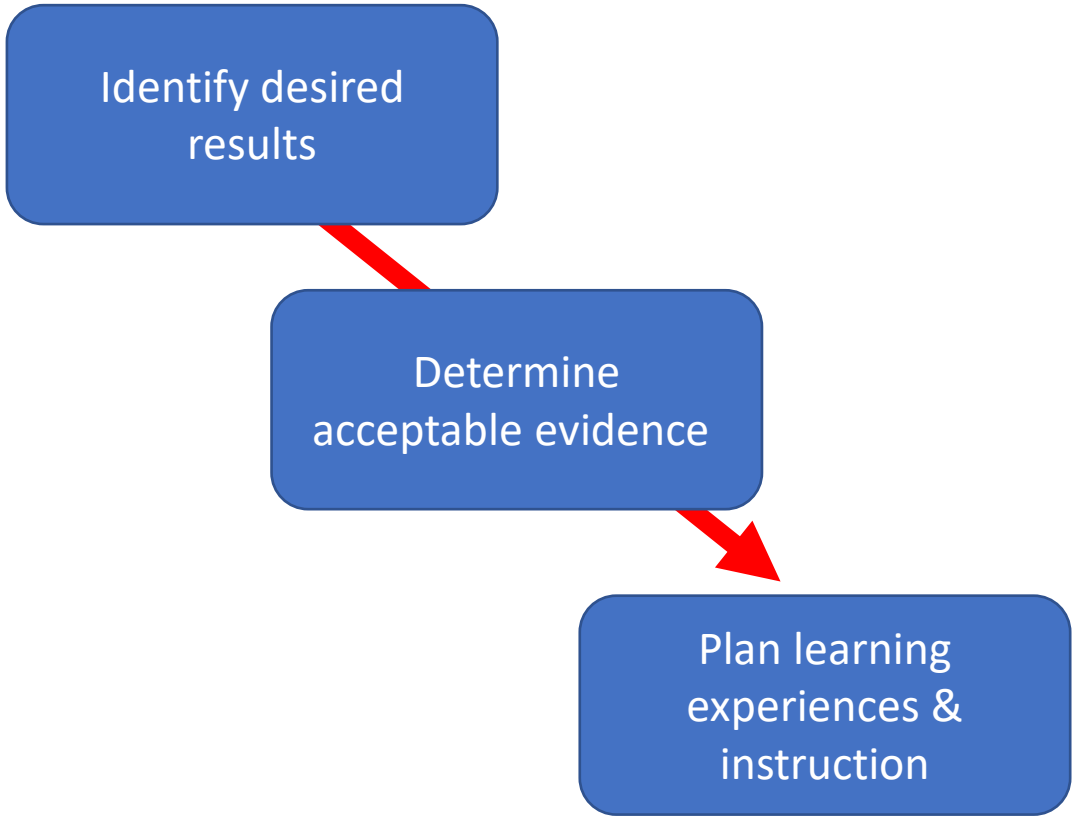
PREP: Michigan State Graduate School Career and Professional Development Model

- **planning** throughout the graduate program to identify and successfully achieve career goals
- developing **resilience** and tenacity to thrive through personal and professional stages
- practicing active **engagement** in making important life decisions and in acquiring the skills necessary to attain career goals
- attaining high standards of **professionalism** in research and teaching



https://grad.msu.edu/sites/default/files/content/prep/planyourwork.pdf

Developing a Personal Professional Development Plan



Stages in the Backward Design Process
(Wiggins, G. & McTighe, J. 1998)

Where do you want to take your career?

What does your resume need to look like?

What do you need to do to generate that resume?

(Re)Claiming Your Narrative

http://www.aaup.org/reports-and-publications/academe

Research Identity

Representing Your Expertise

Tell a Story of Your Work

“Publish” Your Whole Portfolio

Enhance the Discoverability of Your Work

How to Maintain Your Digital Identity as an Academic

See more at:
https://chroniclevitae.com/news/854-how-to-maintain-your-digital-identity-as-an-academic

1. Develop Your Online Identity

101 Innovations in Scholarly Communication

innoscholcomm.silk.co


Jeroen Bosman @jeroenbosman
Utrecht University Library

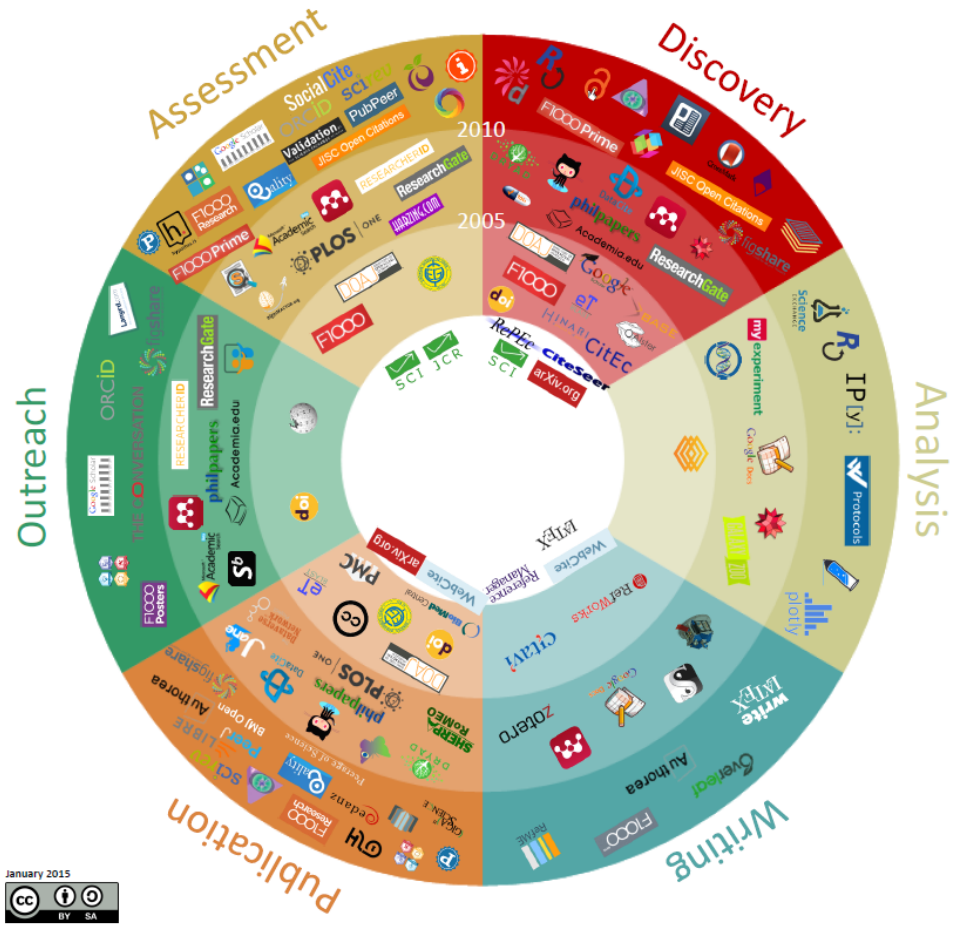
The Changing Research Workflow


Bianca Kramer @MsPhelps
Utrecht University Library

Science is in transition. This poster gives an impression of the exploratory phase of a project aiming to chart innovation in scholarly information and communication flows from evolutionary and network perspectives.

We intend to address the questions of what drives innovation and how these innovations change research workflows and may contribute to more **open, efficient** and **good** science.

101 Innovative tools and sites in 6 research workflow phases (< 2000 - 2015)



Most important developments in 6 research workflow phases

	Discovery	Analysis	Writing	Publication	Outreach	Assessment
Trends	social discovery tools	datadriven & crowdsourced science	collaborative online writing	Open Access & data publication	scholarly social media	article level (alt)metrics
Expectations	growing importance of data discovery	more online analysis tools	more integration with publication & assessment tools	more use of "publish first, judge later"	use of altmetrics for monitoring outreach	more open and post-publication peer review
Uncertainties	support for full-text search and text mining	willingness to share in analysis phase	acceptance of collaborative online writing	effect of journal/publisher status	requirements of funders & institutions	who pays for costly qualitative assessment?
Opportunities	discovery based on aggregated OA full text	open labnotes	semantic tagging while writing/citing	reader-side paper formatting	using repositories for institutional visibility	using author-, publication- and affiliation-IDs
Challenges	real semantic search (concepts & relations)	reproducibility	safety/privacy of online writing	globalization of publishing/access standards	making outreach a two-way discussion	quality of measuring tools
Most important long-term development	multidisciplinary + citation-enhanced databases	collaboration + data-driven	online writing platforms	Open Access	more & better connected researcher profiles	importance of societal relevance + non-publication contributions
Potentially most disruptive development	semantic/concept search + contextual/social recommendations	open science	collaborative writing + integration with publishing	circumventing traditional publishers	public access to research findings, also for agenda setting	moving away from simple quantitative indicators

Typical workflow examples

Kramer, Bianca; Bosman, Jeroen (2015): 101 Innovations in Scholarly Communication - the Changing Research Workflow. figshare. Poster. https://doi.org/10.6084/m9.figshare.1286826.v1

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Uncertainties	support for full-text search and text mining	willingness to share in analysis phase	acceptance of collaborative online writing	effect of journal/publisher status	requirements of funders & institutions	who pays for costly qualitative assessment?
Opportunities	discovery based on aggregated OA full text	open labnotes	semantic tagging while writing/citing	reader-side paper formatting	using repositories for institutional visibility	using author-, publication- and affiliation-IDs
Challenges	real semantic search (concepts & relations)	reproducibility	safety/privacy of online writing	globalization of publishing/access standards	making outreach a two-way discussion	quality of measuring tools
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Kramer, Bianca; Bosman, Jeroen (2015): 101 Innovations in Scholarly Communication - the Changing Research Workflow. figshare. Poster. https://doi.org/10.6084/m9.figshare.1286826.v1

Emerging Issue: Identity & Reputation

Scholarly Identity on the Internet

The research community has lacked the ability to link researchers and scholars with their professional activities.

Name ambiguity

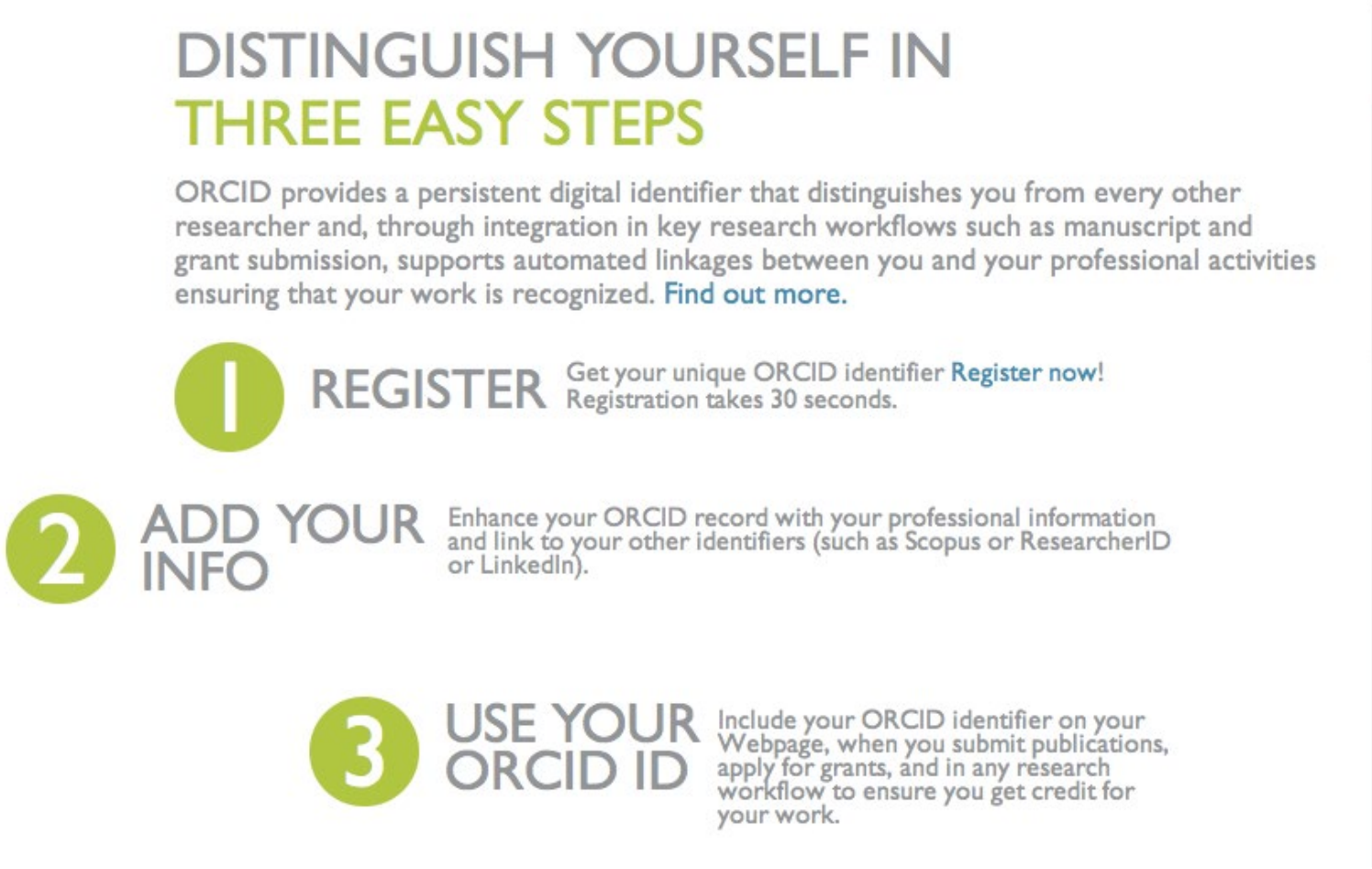
Discoverability within and across databases

Author, grantee, and faculty record management

Output tracking

Research reporting and impact assessment

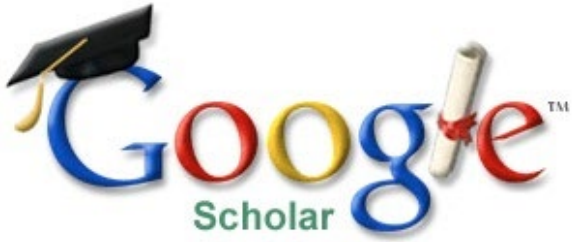
Emerging Issue: Identity & Reputation ORCIDs



http://orcid.org/

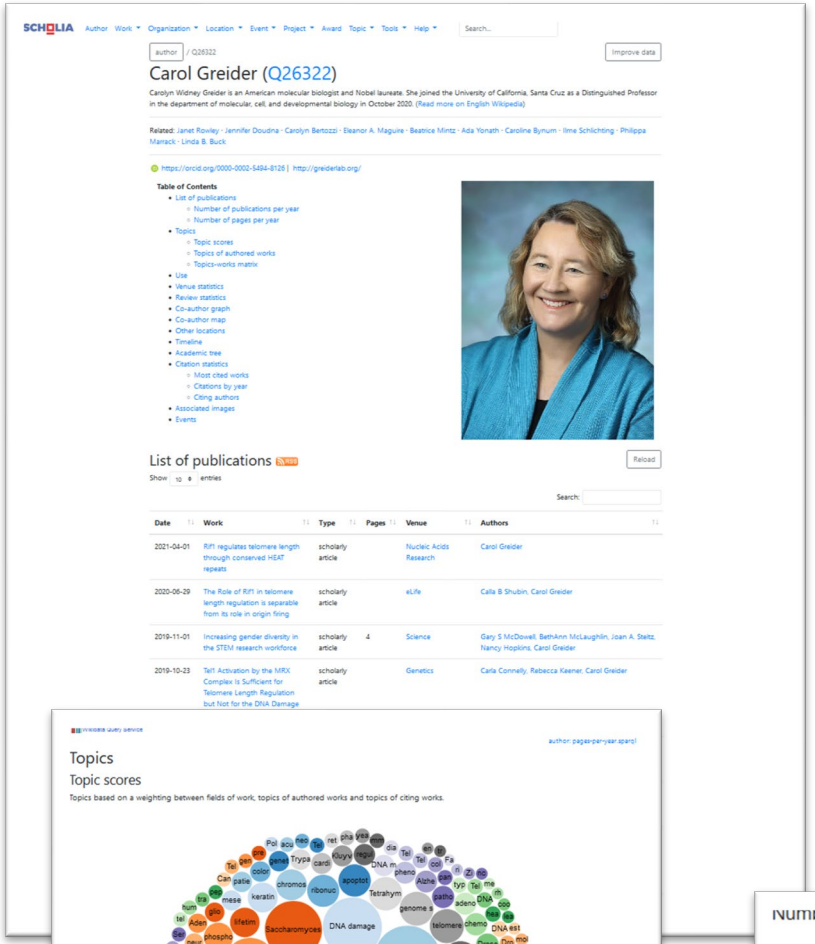
2. Representing Your Expertise

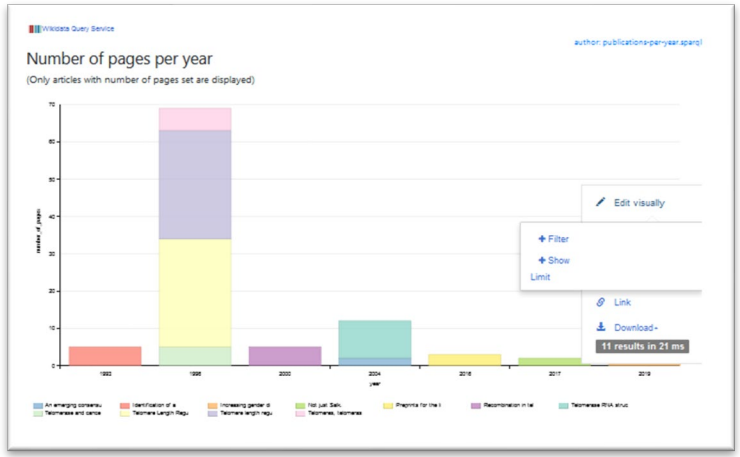
Representing Your Expertise

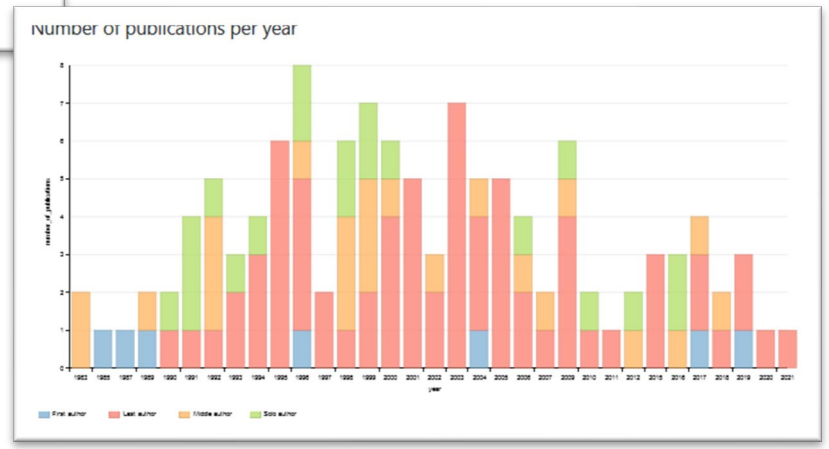


Build Scholarly Profiles with SCHOLIA

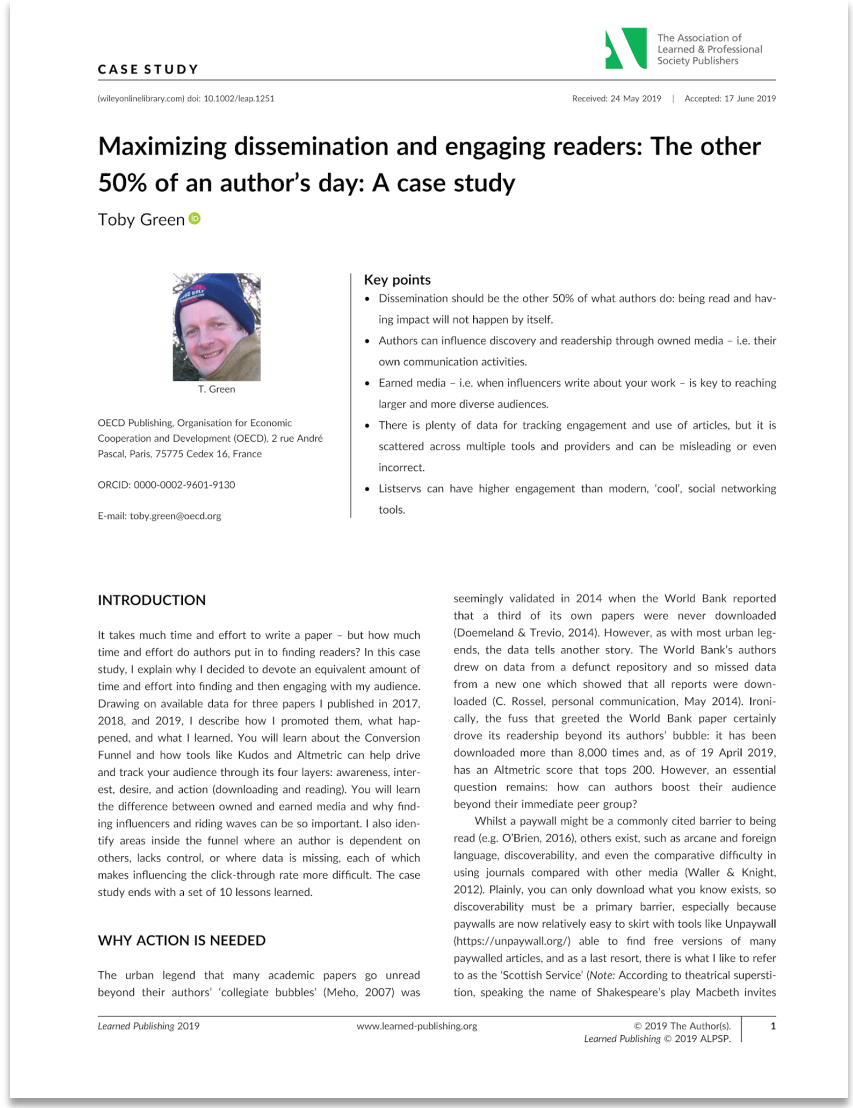
Scholia is a project to present bibliographic information and scholarly profiles of authors and institutions using Wikidata, the community-curated database supporting Wikipedia and all other Wikimedia projects.







3. Tell a Story of Your Work



CASE STUDY

The Association of Learned & Professional Society Publishers

(wileyonlinelibrary.com) doi: 10.1002/leap.1251

Received: 24 May 2019 | Accepted: 17 June 2019

Maximizing dissemination and engaging readers: The other 50% of an author's day: A case study

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Key points

- Dissemination should be the other 50% of what authors do: being read and having impact will not happen by itself.
- Authors can influence discovery and readership through owned media – i.e. their own communication activities.
- Earned media – i.e. when influencers write about your work – is key to reaching larger and more diverse audiences.
- There is plenty of data for tracking engagement and use of articles, but it is scattered across multiple tools and providers and can be misleading or even incorrect.
- Listservs can have higher engagement than modern, 'cool', social networking tools.

INTRODUCTION

It takes much time and effort to write a paper – but how much time and effort do authors put in to finding readers? In this case study, I explain why I decided to devote an equivalent amount of time and effort into finding and then engaging with my audience. Drawing on available data for three papers I published in 2017, 2018, and 2019, I describe how I promoted them, what happened, and what I learned. You will learn about the Conversion Funnel and how tools like Kudos and Altmetric can help drive and track your audience through its four layers: awareness, interest, desire, and action (downloading and reading). You will learn the difference between owned and earned media and why finding influencers and riding waves can be so important. I also identify areas inside the funnel where an author is dependent on others, lacks control, or where data is missing, each of which makes influencing the click-through rate more difficult. The case study ends with a set of 10 lessons learned.

WHY ACTION IS NEEDED

The urban legend that many academic papers go unread beyond their authors' 'collegiate bubbles' (Meho, 2007) was seemingly validated in 2014 when the World Bank reported that a third of its own papers were never downloaded (Doemeland & Trevio, 2014). However, as with most urban legends, the data tells another story. The World Bank's authors drew on data from a defunct repository and so missed data from a new one which showed that all reports were downloaded (C. Rossel, personal communication, May 2014). Ironically, the fuss that greeted the World Bank paper certainly drove its readership beyond its authors' bubble: it has been downloaded more than 8,000 times and, as of 19 April 2019, has an Altmetric score that tops 200. However, an essential question remains: how can authors boost their audience beyond their immediate peer group?

Whilst a paywall might be a commonly cited barrier to being read (e.g. O'Brien, 2016), others exist, such as arcane and foreign language, discoverability, and even the comparative difficulty in using journals compared with other media (Waller & Knight, 2012). Plainly, you can only download what you know exists, so discoverability must be a primary barrier, especially because paywalls are now relatively easy to skirt with tools like Unpaywall (https://unpaywall.org/) able to find free versions of many paywalled articles, and as a last resort, there is what I like to refer to as the 'Scottish Service' (*Note:* According to theatrical superstition, speaking the name of Shakespeare's play Macbeth invites

Engaging Readers

•Dissemination should be the other 50% of what authors do: being read and having impact will not happen by itself.

•Authors can influence discovery and readership through owned media – i.e. their own communication activities.

•Earned media – i.e. when influencers write about your work – is key to reaching larger and more diverse audiences.

•There is plenty of data for tracking engagement and use of articles, but it is scattered across multiple tools and providers and can be misleading or even incorrect.

•Listservs can have higher engagement than modern, 'cool', social networking tools.

Tell a Story of Your Work

Websites

Blogger

THE CONVERSATION

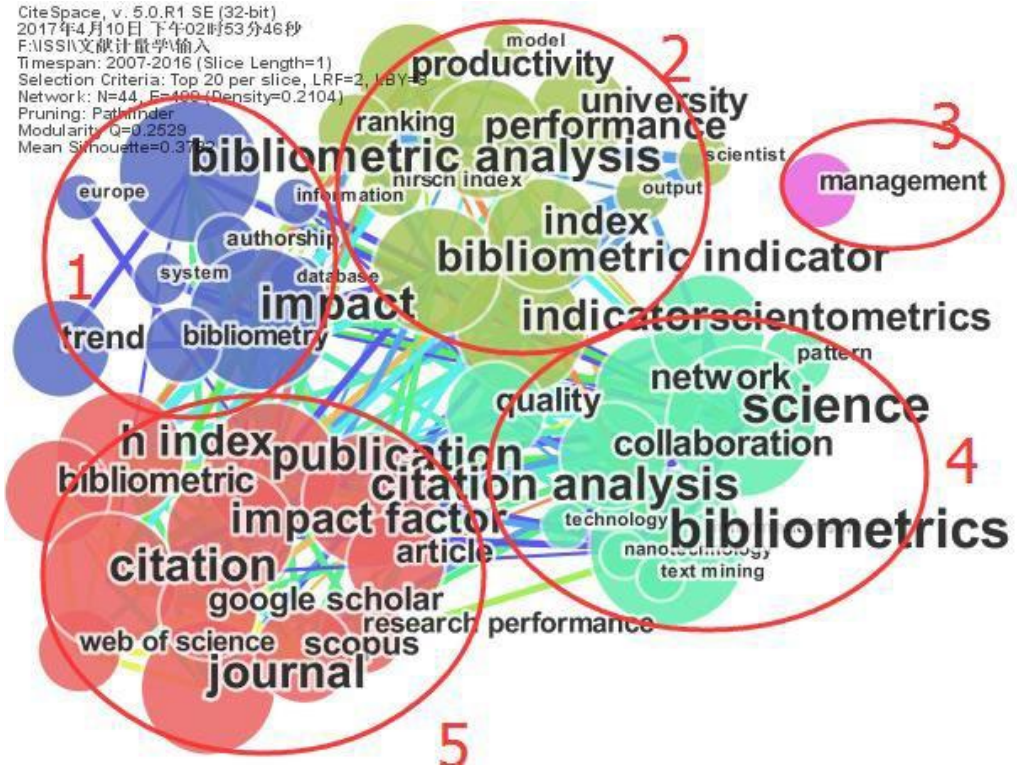
LinkedIn

Metrics to show Research Impact

Bibliometrics – citation-based metrics

Journal Impact - measure of the influence that a particular journal has in its field

- Web of Science - Journal Impact Factor (JIF)
- Scopus - Scimago Journal Rank* (SJR), Source Normalized Impact per Paper* (SNIP), CiteScore



https://www.researchgate.net/publication/318940072_Are_Scientometrics_Informetrics_and_Bibliometrics_different

Metrics to show Research Impact

Bibliometrics – citation-based metrics

Individual Research Impact

- Citation analysis - Google Scholar, Scopus, & Web of Science
- H-index the maximum value of *h* such that the given author/journal has published at least *h* papers that have each been cited at least *h* times.

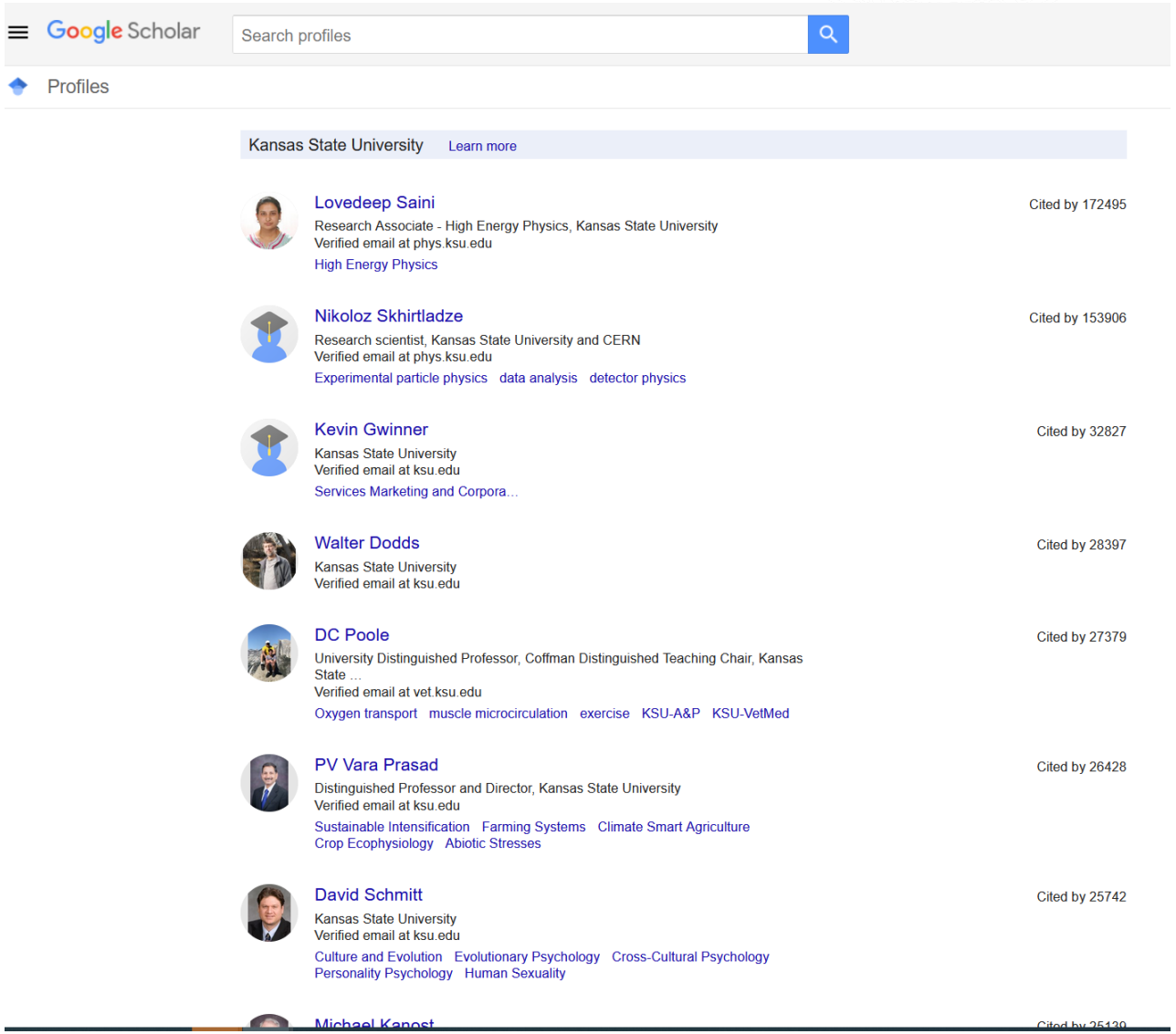
https://guides.lib.k-state.edu/c.php?g=181705&p=4492830

Metrics to Show Research Impact

Altmetrics – complements bibliometrics – tracks the volume and nature of online attention to research, indicating how others are engaging with your research

- Policy
- Blogs
- News sites
- Social Media
- Wikipedia
- Syllabi
- Citation Databases
- YouTube
- Reference Managers

Google Scholar Profile



Carefully Evaluating Your Research


COMMENT

SUSTAINABILITY Data needed to drive UN development goals p.432

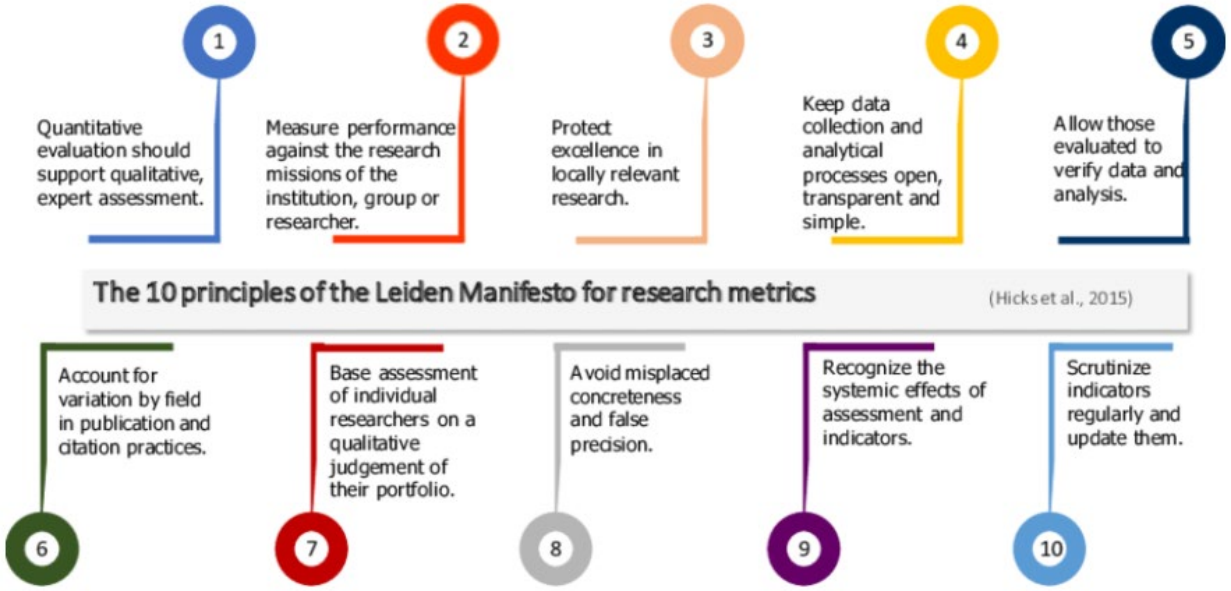
CONSERVATION Economics and environmental catastrophe p.434

GEOLOGY Questions raised over proposed Anthropocene dates p.436

HISTORY Music inspired Newton to add more colours to the rainbow p.436

The Leiden Manifesto for research metrics

Use these ten principles to guide research evaluation, urge **Diana Hicks**, **Paul Wouters** and colleagues.

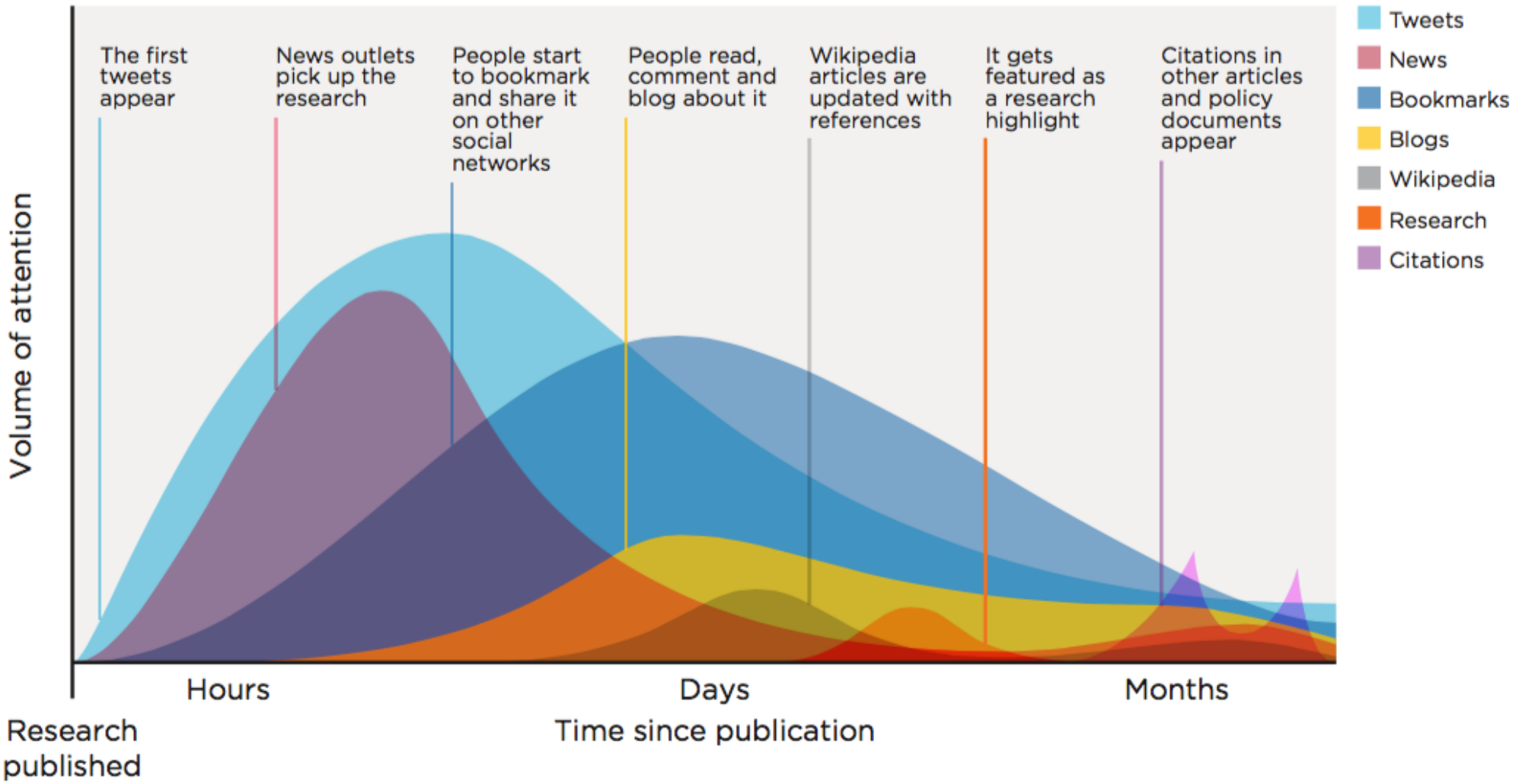


-The 10 principles of the Leiden Manifesto for research metrics

Hicks, D., Wouters, P., Waltman, L. *et al.* Bibliometrics: The Leiden Manifesto for research metrics. *Nature* **520**, 429–431 (2015). https://doi.org/10.1038/520429a

Duarte, Kedma. (2017). Assessing Researcher Quality for Collaborative Purposes.

A typical timeline of attention



4. “Publish” All of Your Work

“Publish” Your Work

K-REx

K-State Research Exchange

NEW prairie PRESS

slideshare

figshare

GitHub

Enhance the Discoverability of Your Work: Make Your Work Accessible

Open Access

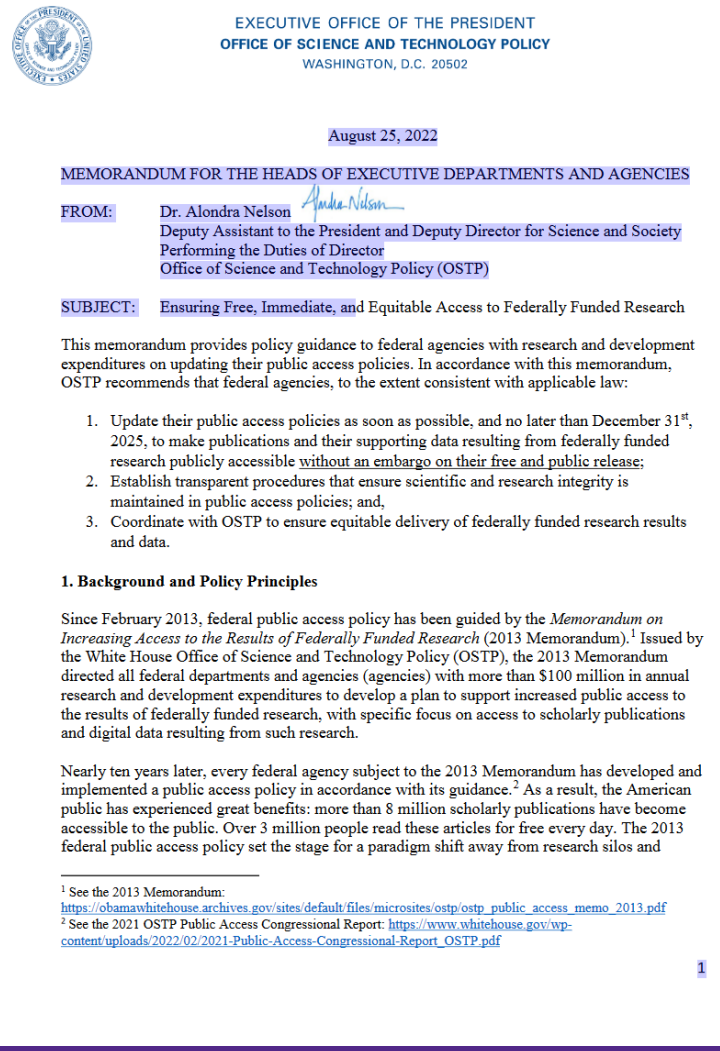
A movement in higher education to increase access to scholarly research and communication, not limiting it solely to subscribers or purchasers of works.

- Open Access literature is digital, online, free of charge, and free of most copyright and licensing restrictions
- Works are still covered by copyright law, but Open Access terms apply to allow sharing and reuse
- All major OA initiatives for scientific and scholarly literature insist on the importance of peer review

OSTP Memorandum August 25, 2022

This memorandum provides policy guidance to federal agencies with research and development expenditures on updating their public access policies. In accordance with this memorandum, OSTP recommends that federal agencies, to the extent consistent with applicable law:

1. Update their public access policies as soon as possible, and no later than December 31st , 2025, to make publications and their supporting data resulting from federally funded research publicly accessible without an embargo on their free and public release;
2. Establish transparent procedures that ensure scientific and research integrity is maintained in public access policies; and,
3. Coordinate with OSTP to ensure equitable delivery of federally funded research results and data.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF SCIENCE AND TECHNOLOGY POLICY
WASHINGTON, D.C. 20502

August 25, 2022

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: Dr. Alondra Nelson
Deputy Assistant to the President and Deputy Director for Science and Society
Performing the Duties of Director
Office of Science and Technology Policy (OSTP)

SUBJECT: Ensuring Free, Immediate, and Equitable Access to Federally Funded Research

This memorandum provides policy guidance to federal agencies with research and development expenditures on updating their public access policies. In accordance with this memorandum, OSTP recommends that federal agencies, to the extent consistent with applicable law:

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3. Coordinate with OSTP to ensure equitable delivery of federally funded research results and data.

1. Background and Policy Principles

Since February 2013, federal public access policy has been guided by the *Memorandum on Increasing Access to the Results of Federally Funded Research* (2013 Memorandum).[1] Issued by the White House Office of Science and Technology Policy (OSTP), the 2013 Memorandum directed all federal departments and agencies (agencies) with more than $100 million in annual research and development expenditures to develop a plan to support increased public access to the results of federally funded research, with specific focus on access to scholarly publications and digital data resulting from such research.

Nearly ten years later, every federal agency subject to the 2013 Memorandum has developed and implemented a public access policy in accordance with its guidance.[2] As a result, the American public has experienced great benefits: more than 8 million scholarly publications have become accessible to the public. Over 3 million people read these articles for free every day. The 2013 federal public access policy set the stage for a paradigm shift away from research silos and

[1] See the 2013 Memorandum: https://obamawhitehouse.archives.gov/sites/default/files/microsites/ostp/ostp_public_access_memo_2013.pdf
[2] See the 2021 OSTP Public Access Congressional Report: https://www.whitehouse.gov/wp-content/uploads/2022/02/2021-Public-Access-Congressional-Report_OSTP.pdf

1

K-REx

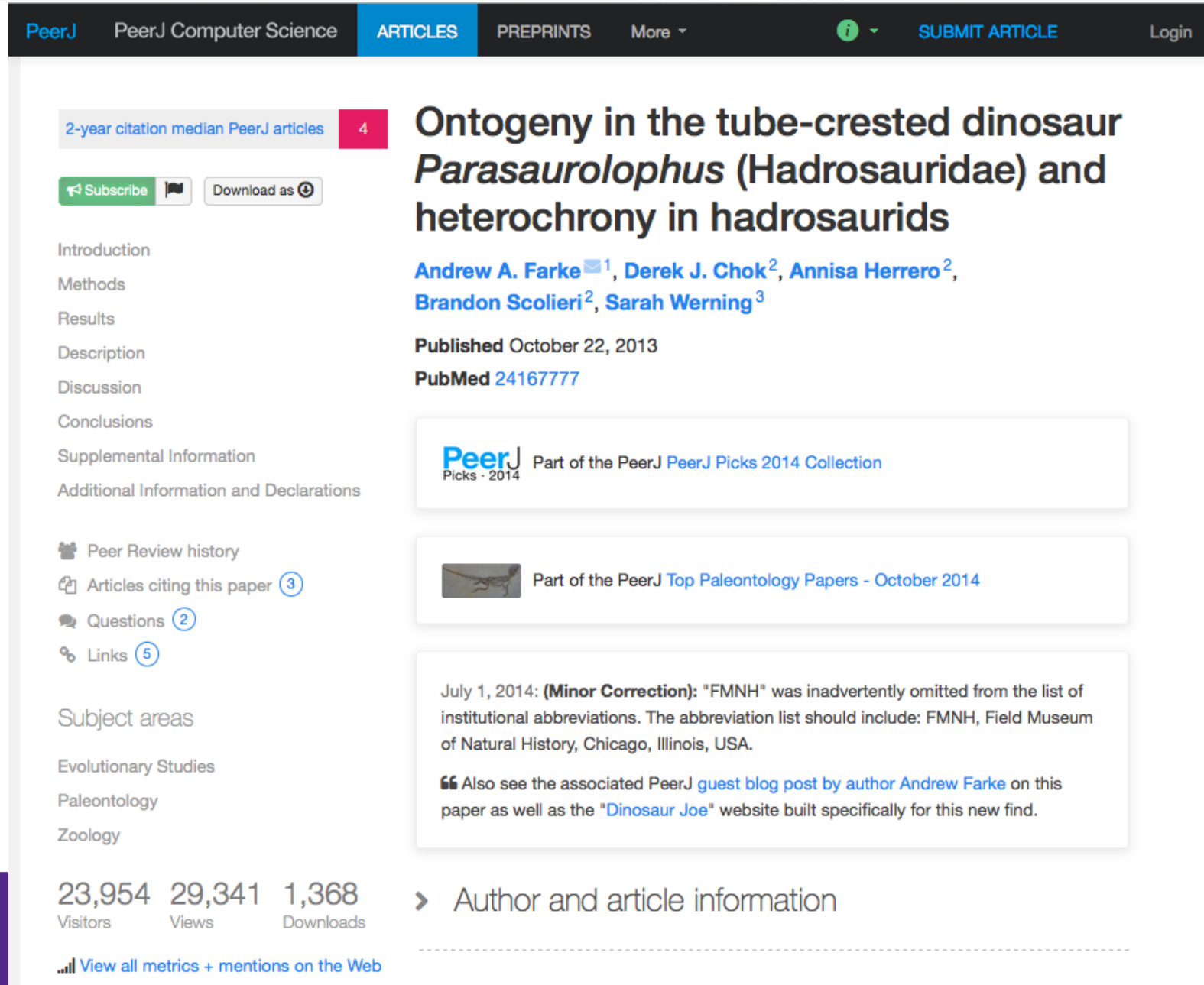
K-State Research Exchange

K-State's Open Repository

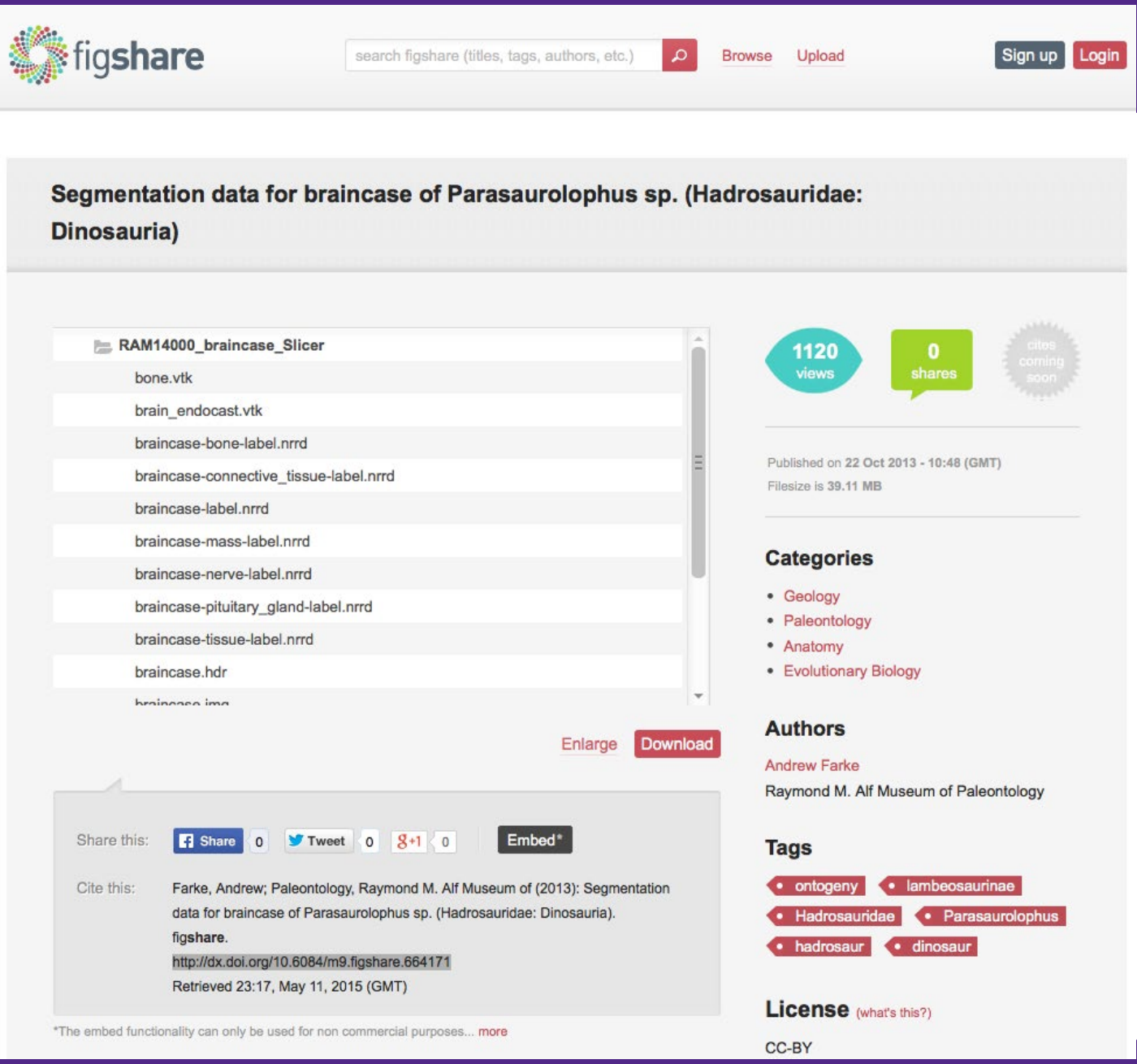
KANSAS STATE UNIVERSITY | Libraries

Open Sharing of the Paper and the Data

https://peerj.com/articles/182/#supplemental-information



Open Data
Open Sharing of the Paper and the Data

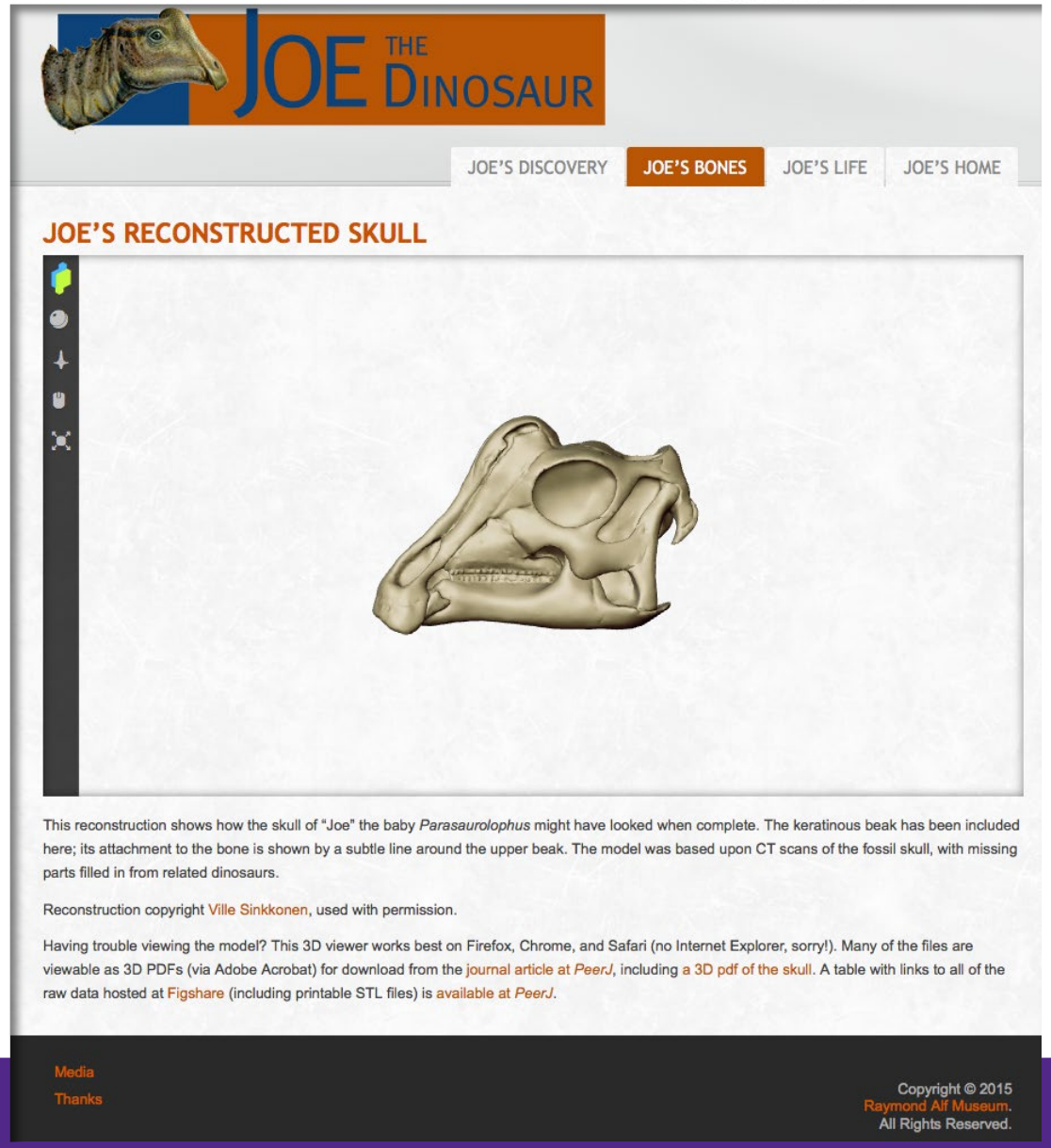


http://figshare.com/articles/Segmentation_data_for_braincase_of_Parasaurolophus_sp_Hadrosauridae_Dinosauria_/664171

Open Data

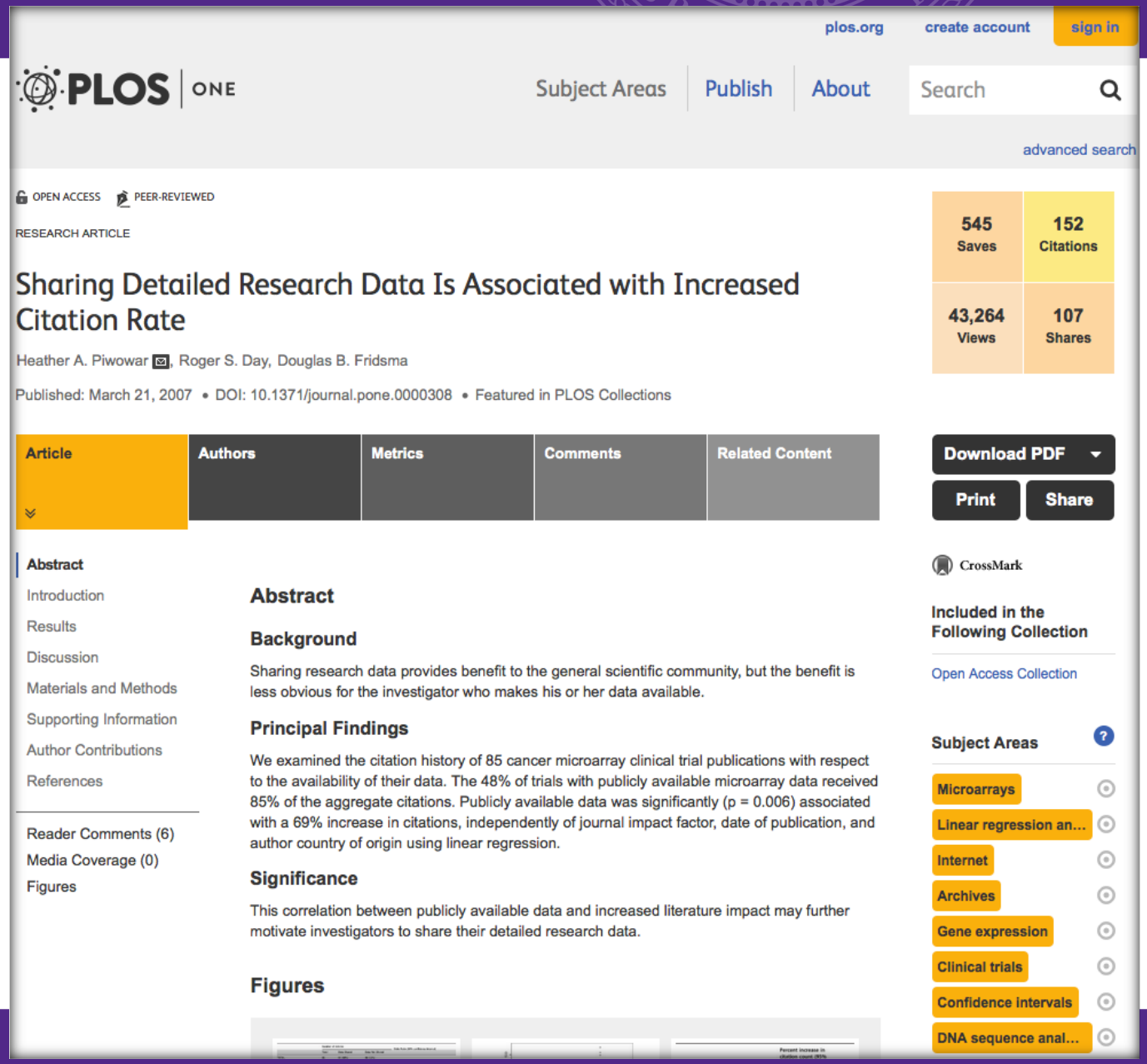
Open Sharing of the Paper and the Data

http://dinosaurjoe.org/joes-bones/digital-joe/joes-skull-reconstruction/



Open Data
Open Sharing of the Paper and the Data

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0000308



Preservation

- Journals aren't around forever. What happens to your digital scholarship if they cease publication?
- Is there a print copy available?
- Does the publisher provide a DOI?
- Do you have permission to publish/share preprint or postprints in an institutional repository?
- What is the repository's retention policy?

MILLIONS OF PAPERS AT RISK OF DISAPPEARING FROM THE INTERNET

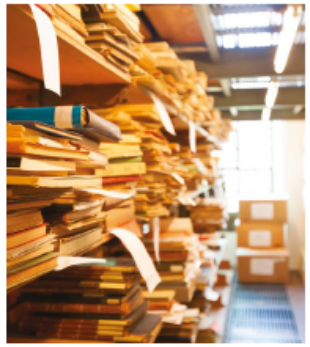
Analysis of DOIs suggests digital preservation isn't keeping up with burgeoning scholarly knowledge.

By Sarah Wild

More than one-quarter of scholarly articles are not being properly archived and preserved, a study of more than seven million digital publications suggests. The findings indicate that systems to preserve papers online have failed to keep pace with the growth of research output (M. P. Eve *J. Libr. Sch. Commun.* **12**, eP16288; 2024).

"Our entire epistemology of science and research relies on the chain of footnotes," explains author Martin Eve, a researcher in literature, technology and publishing at Birkbeck, University of London. "If you can't verify what someone else has said at some other point, you're just trusting to blind faith for artefacts that you can no longer read yourself."

Eve, who is also involved in research and development at digital-infrastructure organization Crossref, checked whether 7,438,037 works labelled with digital object identifiers (DOIs) are held in archives. DOIs – which consist of a string of numbers, letters and symbols – are unique fingerprints used to identify and link to publications, such as scholarly articles and official reports. Crossref is the largest DOI registration agency, allocating the identifiers to about 20,000 members, including publishers, museums and other institutions.



Two million articles are not properly archived.

The sample of DOIs included in the study was made up of a random selection of up to 1,000 registered to each member organization. Twenty-eight per cent of these works – more than two million articles – did not appear in a major digital archive, despite having an active DOI. Only 58% of the DOIs referenced works that had been stored in at least one archive. The other 14% were excluded from the study because they were published too recently, were not journal articles or did not have an identifiable source.

Preservation challenge

Eve notes that the study has limitations: namely, that it tracked only articles with DOIs, and that it did not search every digital repository for articles (he did not check whether items with a DOI were stored in institutional repositories, for example).

Nevertheless, preservation specialists have welcomed the analysis. "It's been hard to know the real extent of the digital preservation challenge," says William Kilbride, managing director of the Digital Preservation Coalition, headquartered in York, UK, which publishes a handbook of good preservation practice.

"Many people have the blind assumption that if you have a DOI, it's there forever," says Mikael Laakso, who studies scholarly publishing at the Hanken School of Economics in Helsinki. "But that doesn't mean that the link will always work."

Kate Wittenberg, managing director of the digital archiving service Portico in New York City, warns that small publishers are at higher risk of failing to preserve articles than are large ones. "It costs money to preserve content," she says, adding that archiving involves infrastructure, technology and expertise that many smaller organizations do not have access to.

Eve's study suggests some measures that could improve digital preservation, including stronger requirements at DOI registration agencies and better education and awareness of the issue among publishers and researchers.

"Everybody thinks of the immediate gains they might get from having a paper out somewhere, but we really should be thinking about the long-term sustainability of the research ecosystem," Eve says. "After you've been dead for 100 years, are people going to be able to get access to the things you've worked on?"

ANNA BRUTLAMY

Contacts

CENTER for the ADVANCEMENT of DIGITAL SCHOLARSHIP

Connecting your scholarship to the world

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