Get Noticed
Managing your scholarly career in an age of metrics, social media, and open research

NLI Summer Session
June 12-13, 2017

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Manage your scholarly career in an age of metrics, social media, and open research. This session is designed for busy faculty who want a jump start in developing new skills, mastering new tools, and learning new approaches related to sharing their work and extending their impact. University librarians and publishing experts will present a variety of tools and methods to:

(1) leverage your rights as an author  
(2) build and manage your online presence  
(3) share your work and get noticed, and  
(4) demonstrate your impact.

Attendees will have the opportunity to set and refine individual goals for their workshop participation and beyond. Hands-on time and assistance will be included for attendees to make tangible progress in their identified areas. Time will also be allocated for attendees to discuss common problems and solutions.
Monday:

Your intended impact
Planning for a broader impact
Collaboration tools
LUNCH
Publishing case study
Open Access
Methods for broadening your impact
Write It Down:
What would be useful for you?

What would you like to work on or learn more about during this workshop?
Tuesday:

*Breakfast 8-8:30am*

Lightning round talks
Influencing what people find
Your role in promoting your work
Group and individual breakout sessions
Reflection exercise
Introduction: The Big Picture

- Presenters & library services
- Getting to know you
Presenters

Anita Walz, Open Education, Copyright and Scholarly Communication Librarian

Gail McMillan, Director, Scholarly Communication

Virginia (Ginny) Pannabecker, Health Sciences Research Support Coordinator

Peter Potter, Director, Publishing Strategy

Philip Young, Scholarly Communication Librarian
Services We Offer

- **Open Access Subvention Fund** - Get financial help to publish your articles in OA journals
- Data Consultations / Data Management Plans, [Projects & Resources](#)
- **VTechWorks** - Share your work publicly in the Library’s Institutional Repository
- Open Access [Publishing & Resources](#) - Publish your journals & conference proceedings with us
- Publishing [Consultations](#) - Get help in publishing your work elsewhere
- Copyright [Consultations](#) - Understand your rights and responsibilities as authors
- Open Education/[Open Educational Resource](#) Consultations & Publishing - Create, adapt, or customize openly licensed content to fit your courses
- Tell Your Story: Impact & Engagement consultations and [resources](#) - Discuss what you’re using and additional methods to optimize engagement with your work
Introductions - Please Tell Us:

Your Name
Your Department and Research Interests
What you hope to learn in this session
Introduction: The Big Picture

- Leverage your rights as an author/creator
- Build and manage your online presence
- Share your work and get noticed
- Demonstrate your impact
How (and why) do people show the impact of their work in your field?
Do you need a break?
Toward Impact

Metrics
  Academic
  Broader impact
Enhancing dissemination
  Making your work discoverable
  Making yourself discoverable
Resources
Evidence
Academic Metrics

Primarily *citation-based* at different levels of measurement

Research object
- Article - citations, normalizations
- Book - citations
- Data/Software - citations, forks
- Presentations - acceptance rate, attendance, downloads, views
- Creative work - exhibits, performances, reviews

Journal
- Journal impact factor, journal rank, acceptance rate, etc.

Author
- Number of papers, h-index
Broader Impact

Altmetrics (for: articles, books, data, software, presentations, and more)
Links, saves, mentions, views, downloads
Books: reviews, library holdings, ratings (Amazon, Goodreads)

Altmetric.com data for EFARS, Library search, VTechWorks
Bookmarklet and badge embedding

Impactstory profile
4. Textbooks authored

5. Textbooks edited

6. Papers in refereed journals (both print and electronic)

Provide a qualitative assessment of the paper, which may include article-level metrics as well as broader impacts such as media coverage or effect on public policy. For example, counts of citations, views, downloads, Altmetric scores or percentiles, and mentions may be listed with their sources.

Optionally, provide a qualitative assessment regarding the journals in which the candidate has published. This should be a statement about the level of prestige and relevance of the journal in the specific field or area, and may include acceptance rates, journal impact factor, or
Enhancing Dissemination

Make Your Work Discoverable: Articles

Post a version online (permissions in your contract or at Sherpa/Romeo)

VTechWorks - via EFARS

Disciplinary repositories/Preprint servers

arXiv, PsyArXiv, bioRxiv, Humanities Commons, OSF

Proprietary repositories (ResearchGate, Academia.edu)

“For enduring impact consider enduring access” -me

Publish open access (Directory of Open Access Journals; limit to OA in Ulrich’s Periodical Directory) Open access fund
Enhancing Dissemination

Make Your Work Discoverable: Books

Open Access for Books
OA Monograph Initiative (see Peter)
Open Access Book Publishers
Chapters - check permissions in advance
Rights Reversion
Enhancing Dissemination

Make Yourself Discoverable
Research Profiles
  Google Scholar, ORCID, CollabVT
Career Professional Profiles
  LinkedIn
Social Media
  Twitter, Google+, Facebook
Outreach
  Write: Blogs@VT, Signal to Noise, Footnote, The Conversation
  VT News college communicators
  Center for Communicating Science
Services: Kudos, Brevy, External Diffusion, Research Square, SPapers, Growresa
Enhancing Dissemination

Resources

Maintaining an Online Scholarly Identity (MathEd.net blog)
Impact Handbook for Social Scientists (LSE Impact blog)
Promoting Your Articles to Increase Your Digital Identity and Research Impact (Jon Tennant, ScienceOpen)
Impact Toolkit (Economic and Social Research Council)
Effective Science Communication (Illingworth & Allen)
An Introduction to Social Media for Scientists (PLOS Biology)
The verdict: Is blogging or tweeting about research papers worth it? (Melissa Terras)
Enhancing Dissemination

Evidence

Open access citation advantage (46/70 studies)
Open access altmetrics advantage
Twitter and citations
Open access Wikipedia citation advantage (47%)
Open data citation advantage (8 studies, see Piwowar & Vision 2013)
Trend: more highly-cited papers from non-elite journals (1, 2, 3)
How open science helps researchers succeed
Responsible Metrics Resources

San Francisco Declaration on Research Assessment

Leiden Manifesto for Research Metrics

The Metric Tide - 2015 report from the UK

Centre for Science and Technology Studies, Leiden University
Impact

Context
   Percentages, quartiles, etc.
Narrative
   Who linked, cited, etc.
Write It Down:
What would be useful for you?

What would you like to work on or learn more about during this workshop?
Planning Ahead to Share Your (Collaborative) Work

- Tools

- Data Management Plan
  - VT Libraries Services

- Publication venue selection
  - Consider OA options and fee support
Share a collaboration experience:

● What was the project?
● Was it within VT or also with other institutions?
● How did you manage collaborative writing, project tasks, and files overall?
  ○ What tools or best practices would you recommend?

Notes document for this discussion
Open Science Framework

- Project Management Dashboard
- Version Tracking for files and writing
- Control Access & Collaboration
  - Permissions at item level
- Register your project: freeze at any point
- Integrate with other tools: Dropbox, Google Drive, GitHub, … more
- Archive your data
- Publish your project with a DOI for referencing
- Project Analytics
Open Science Framework

Image from Vicky Steeves’ “OSF Workshop” presentation files on GitHub: https://github.com/VickySteeves/OSF-Workshop
The Rebus Community

We are building a new collaborative model for open textbook publishing.
Planning to Share Your Work: Writing/Publishing Tools
Planning to Share Your Work: Writing/Publishing Tools

Overview

Virginia Tech Libraries is providing free Overleaf Pro accounts to all VT students, faculty, and staff who would like to use a collaborative, online LaTeX editor for their projects.

Overleaf is designed to make the process of writing, editing and producing your research papers and project reports much quicker for both you and your collaborators. Overleaf can also be linked to other services such as Mendeley, Git and Plot.ly to best fit into your workflow.

Claim your free 10GB Pro account on Overleaf by signing up (or signing in) below. You’ll need to verify a Virginia Tech email address in order to receive your free Pro account.

Please note that VT is providing this opportunity to all students, faculty, and staff for a trial period of 1 year (2017). During the trial year we will occasionally ask you to tell us how Overleaf is working for you. Your feedback will be critical if we are to continue our partnership with Overleaf beyond 2017 so let us know what you think!

Join a community of over 1296 authors at Virginia Tech

SIGN IN if you already have an Overleaf account.

or

SIGN UP if you don't have an Overleaf account yet.
Welcome to *Humanities Commons*, the sharing and collaboration network for people working in and around the humanities. Discover the latest open-access scholarship and teaching materials, make interdisciplinary connections, build a WordPress Web site, and increase the impact of your work by sharing it in the repository. Brought to you by the MLA.

What Would You Like to Do?

- View member profiles
- Browse member Web sites
- Discover Open Access scholarship and pedagogical resources
TOOLS TRY OUT

● Choose a subgroup to join to explore one tool: OSF, Overleaf, Rebus, Humanities Commons, or something else brought up

● Report back to the full group
LUNCH
Discussion: What is Open Access?

“Open Access (OA) Literature is digital, online, free of charge, and free of most copyright and licensing restrictions.”

—Peter Suber, Open Access (2012)
Scholarly Publishing Today

Peter Potter

Director, Publishing Strategy
Virginia Tech Libraries
Scholarly Publishing Today
The Players

- **Scholarly Societies**
  American Chemical Society, Institute of Electrical & Electronics Engineers, Brookings Institution

- **University Publishers**
  University presses
  Library publishers

- **Commercial publishers**

- **A New Force: Non-profit, Open Access publishers**
  PLoS, BioMed Central
Scholarly Publishing Today
Journals, books, and more

Global STM Market: $26 billion
- Journals = 25% ($6.8b )
- Books < 15%
- Technical info, standards, databases, tools, etc. > 40%

Open Access (OA)
- Growing but still small in revenue terms ($300m)
- 11,467 OA journals in Directory of Open Access Journals
- Don’t confuse OA with non-commercial
  - Full OA (Green & Gold) and Hybrid OA
Scholarly Journals

Number of journals published by the Largest Publishers

eBooks in the Academy

- Textbooks going digital
- Monographs struggling to gain a foothold
  - Often challenging to read on a hand-held device
  - Competing/conflicting technologies
  - Digital rights management (DRM)
Scholarly Publishing Today: What Hasn’t Changed?

- Submission process
- Peer review
- Contract
- Copy editing
- Publication
Scholarly Publishing Today: What *Has* Changed?

- Printing optional
- OA options
  - PLoS
  - BioMed Central
- Self publishing (Who needs a publisher?)
  - Preprints, Postprints
  - Repositories
  - ArXiv, PubMed Central
What to Expect When You’re Expecting (to publish an article or a book)

More Choices/More Risks

- More publishers (traditional & OA)
- New forms of peer review
- New formats
- Contracts, copyright, & licensing
- Editing, design, production
- Marketing
- Self publishing
Library Publishing at Virginia Tech

- 40+ journals hosted since 1989
- 12 active journals today
  - 3 student journals
- Open Textbooks
- Conferences
- Support for OA Publishing
  - Article subventions
  - Monograph subventions
Discussion: What is Open Access?

“Open Access (OA) Literature is digital, online, free of charge, and free of most copyright and licensing restrictions.”

—Peter Suber, Open Access (2012)
Open licenses

Creative Commons Licenses

- about
- attributing cc-licensed works
- finding cc-licensed images
- brochure

More information
Do you want a break?
Open access

Definition
Who’s excluded
Two paths
Advantages
Misunderstandings
Uncertainties
Library services
Open Access Defined

- **Definition**
  - “Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions” (Suber, 2004)

- [Creative Commons licenses](https://creativecommons.org)
Who doesn’t have access?

- Researchers at other institutions
- Researchers in the global south/developing countries
- Taxpayers
- Government policymakers
- Non-governmental organizations
- Alumni
- Citizen scientists
- Us
Two paths to open access

- Archiving - Open Access Repositories ("Green OA")
- Publishing - Open Access Journals ("Gold OA")
Advantages

- Citations
- Attention
- Openness is aligned with research integrity
- Text and data mining
- Use in teaching and research
- Efficient knowledge building and transfer
Misunderstandings

- Open access is a way to bypass peer review
- Open access will prevent me from receiving royalties
- Open access means publishing (1) in a journal (2) for a fee (3) that I have to pay out of pocket
- Open access will hurt my society
- Open access advocates think everything should be free
Common uncertainties

Which journals are legitimate?

Think Check Submit
Ulrich’s Periodical Directory (limit to OA, peer review)
Directory of Open Access Journals
Ask us

Do I have the right to post my article?

Check your contract
Check Sherpa/Romeo
Negotiate or add an addendum
Learn about a potential faculty open access policy at VT
Library services

Open access guide, subvention fund, and discounts
Open access publishing - journals, conference proceedings, & books
VTechWorks and VTechData
Data consultations / data management plans, NIH, NSF
Copyright consultations
Tell Your Story: Impact & Engagement consultations and resources
Open educational resources guide, consultations & publishing
Overleaf
perma.cc
Stay informed: blog, twitter, email list
BREAK TIME!
Share Your Work & Get Noticed

Images are: a screenshot of VTechWorks page, and (all others) CC0 public domain sourced from Pixabay
Share Your Work & Get Noticed

What do you want others to know about, find, and access?

- Works (publications, creative works, …)?
- Teaching (course syllabi, educational materials)?
- Service and Association involvement?
- What else?

How are you sharing these now, if you are?
Sharing Your Work - Benefits & Considerations (Copyrights)

Access

Scholars, Developing world, Alumni, Taxpayers….. You?

Outreach

Networking, Blogging, Social media

Metrics

Open access citation advantage & altmetrics advantage

Image of [point-line network by geralt](https://pixabay.com) via Pixabay (CC0 public domain release).
Image of [folder-manuscripts by ClikerFreeVectorImages](https://pixabay.com) via Pixabay (CC0 public domain release).
How do I know what, where, and when I am permitted to post my work?

Your copyright agreement / contract
- Transfer or license?
- Terms of use - archiving, posting, sharing, etc.

Sherpa romeo
- 95% accuracy with general publisher guidelines

Publisher guidelines
- Check their website

Publisher copyright policies & self-archiving

Use this site to find a summary of permissions that are normally given as part of each publisher’s copyright transfer agreement.

http://www.sherpa.ac.uk/romeo/index.php
Publication posting terminology

From SHERPA Open Access Glossary:

Submitted Manuscript (‘Preprint’)
“...a draft of an academic article or other publication before it has been submitted for peer-review or other quality assurance procedure as part of the publication process. Preprints cover initial and successive drafts of articles, working papers or draft conference papers.”

Accepted and Revised Manuscript (‘Postprint’)
“The final version of an academic article or other publication - after it has been peer-reviewed and revised into its final form by the author.”

Repository (Institutional / Disciplinary)
“A website that aims to collect, preserve and proffer electronically the intellectual output of a subject or organisation [institution] without charge to the World”
- VTechWorks is VT’s Institutional repository

Image of copyright icon by openicons via Pixabay (CC0 public domain release).

http://www.sherpa.ac.uk/romeo/index.php
Journal’s archiving/posting policies

Go to your Elements eFAR, or direct to SHERPA/RoMEO to look up the posting guidelines for one of your articles:

http://www.sherpa.ac.uk/romeo

Or, search one of these example journal titles:

- New England Journal of Medicine
- Contemporary Sociology
- Language and Literature
Share Your Work & Get Noticed

Online Identity Inventory (handout)

- Search for yourself on Google/Yahoo/Other: What do you find in the top 10 results?
- What profiles do you already have?
Share Your Work & Get Noticed

Online Identity Inventory

- Share your results and notes with a partner
  - What recommendations do you have for each other?
Share Your Work & Get Noticed

Goals Check-In

● Tomorrow we’ll have hands-on time to work on your goals
● Check-in on what you have written down - would you like to adjust or add anything?
See you on Tuesday!

- Lighting talk sign up
- 8am Breakfast (Torgerson 1100)
- 8:30am Session (Torgerson 3080)
- Done by 12noon
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Tuesday:

Welcome back!
Loose ends & planning for today
Lightning round talks
Influencing what people find
Your role in promoting your work
Group and individual breakout sessions
Reflection exercise
Services We Offer

● Open Access Subvention Fund - Get financial help to publish your articles in OA journals
● Data Consultations: Data Management Plans | dataservices@vt.edu
  ○ Quick List: Data Services & Resources at VT Libraries
● VTechWorks - Share your work publicly in the Library’s Institutional Repository
● Open Access Publishing - Publish your journals & conference proceedings with us
● Publishing Consultations - Get help in publishing your work elsewhere
● Copyright Consultations - Understand your rights and responsibilities as authors
● Open Education/Open Educational Resource Consultations & Publishing - Create, adapt, or customize openly licensed content to fit your courses
● Tell Your Story: Impact & Engagement consultations and resources - Discuss what you’re using and additional methods to optimize engagement with your work
Potential break out group topics?

- High impact, low effort tweeting
- Overleaf (or other specific platforms)
- Brainstorm: Showing the impact of teaching
- Helping others (or yourself) to navigate P&T
- What’s my impact workflow? What do I do next?
Recap of Monday’s session

Goals?

Questions?
Lightning Round Talks!
Professional Identity Management

Influencing What People Can Find and Promoting Your Work

- Share your background, work, and interests
- Connect with researchers, potential collaborators, and potential postdocs

Resources folder with Tip Sheets: https://tinyurl.com/NLI-GetNoticed
Managing Your Identity

- ✔ Investigate your online identity
- ✔ Identify goals to improve your personal brand and your professional identity
- Select, develop, and maintain your identity using: website/portfolio page, social media, researcher profiles, professional association profiles
  - Professional association memberships → network with your professional community
When you Googled yourself yesterday:
1. What came up?
2. Anyone with the same or similar name?
About Twitter...

Examples of Handles: @VTSandsman @NSF

Examples of Hashtag: #VirginiaTech #BeyondBoundaries

Schedule Tweets in advance (Twimmer, Twuffer)

100 ways to use Twitter in Education (by degree of difficulty)

IHE article: Using Twitter to discuss your work

Chronicle article: If you want to be an active Twitter user
Developing Your Professional Identity

**Consistency** will improve the cohesiveness of your online personal identity. Develop a set of standard files and/or list of links for these pieces that you can keep on hand for setting up new tools or profiles:

- Your username
- Your photo
- Your bio
- Your work / CV → Copyright questions? Ask us!

Handouts with tips and readings on developing your professional identity are in this workshop’s resources folder.
Researcher Profiles & Identifiers

**Elements eFARs system**
Internal VT profile and documentation system linked to outside data sources; ORCID, VTechWorks - will link to CollabVT

**ORCID**
Unique Researcher Identifier, list of works and CV information
*Non-profit | *Publisher- and funder-recognized | *You have control over content and links.

**Google Scholar**
Researcher Profile, list of works, citation metrics
*For profit | *You have *some* control over content and links

**Impactstory**
Impactstory is an open-source website that helps researchers explore and share the online impact of their research with data-driven stories.

**[CollabVT]**
Researcher Profile, list of works, platform-specific metrics
*Non-profit | *Open community | *You have control over content and links

**ACADEMIA**
Researcher Profile, list of works, citation metrics
*For profit | *You have *some* control over content and links

**RG**
Researcher Profile, list of works, platform-specific metrics
*For profit | *You have *some* control over content and links
**Researcher Profiles & Identifiers → Connections**

**Pulls from:** ORCID, research databases, +
**Imports:** BibTeX, Reference manager files; manual entry

**Pulls from:** Crossref, Scopus, ResearcherID, +
**Imports:** BibTeX; manual entry

**Pulls from:** secret source method (info)

**Pulls from:** ORCID / Scopus

**Pulls from:** Elements eFAR
**Imports:** BibTeX; manual entry

**Pulls from:** secret source method; **Imports:** BibTeX, Reference manager files, MODS, XML; manual entry

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**Elements eFARs system**

**Export:** BibTex, Reference Manager, Excel, Word, and PDF; **Will push to:** CollabVT

**Pushes to:** Elements, ImpactStory, +
**Export:** BibTex, Reference Manager, Excel, Word, and PDF

**Exports:** BibTex, Reference Manager, CSV

**Pushes to:** options managed by institution
**Exports:** JSON structured data

**Exports:** CSV

None
Case study -

Anthropology graduate student who went into industry discusses Open Access
Get more ideas!

Google a colleague:
1. What comes up?
2. What profiles do they have?
Interested in break out groups?

- Overleaf (or other specific platforms)
- Brainstorm how to show impact of your teaching
- Helping others (or yourself) to navigate the P&T process
- What’s my impact workflow and what do I do next?
Wrap Up - and Thanks for attending!


Resources folder:  https://tinyurl.com/NLI-GetNoticed

Keep in touch! blog, twitter, email list