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Creating and Managing Your Online Scholarly Presence

Ian Harmon

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Creating and Managing Your Online Scholarly Presence



Ian Harmon, PhD
Scholarly Communications Librarian
ian.harmon@mail.wvu.edu

What is an online identity?

Online identities are not optional

Self-assessment exercise: Google yourself

- Are you showing up on the first page of results?
- Do the results portray you and your scholarly activity in the way you want to presented?
- Overall, are you satisfied with what comes up?

Three ways to manage your online identity

- Use scholar profile systems
- Make your scholarly work accessible
- Track your impact with appropriate metrics

Scholar Profile Systems

Common Scholar/Professional Profile Systems

- [ORCID](#)
- [Google Scholar Citations](#)
- [Academia.edu](#)
- [ResearchGate](#)
- [LinkedIn](#)
- [Twitter](#)

ORCID (Open Researcher & Contributor ID)

- Unique, persistent identifier for researchers (e.g. <https://orcid.org/0000-0002-3680-3791>)
- Helps address name sharing/ambiguity issues
- Stays with you throughout your career
- Interoperable with other systems.

Setting up ORCID

1. Go to <https://orcid.org/>.
2. Click “Register now!”
3. Add information to your record.
4. Start using your ORCID on other integrated systems.

Google Scholar Profiles

To set up your profile:

- Go to <https://scholar.google.com/>
- Click on “My profile”
- Log in with your Google account
- Enter your information and click “Next”
- Review Google’s suggested articles
- Choose whether to allow automatic updates

**Sharing your research and making it
accessible**

How to make your work accessible

- Publish in Open Access Journals
 - See the [Directory of Open Access Journals](#)
- Deposit your papers in Open Access Repositories
 - [The Research Repository @ WVU](#)
 - [OpenDOAR](#) (Directory of Open Access Repositories)
 - [SHERPA/RoMEO](#)
- [Negotiate your publication contracts](#)

Tracking your scholarly impact metrics

Tracking your scholarly impact metrics

Traditional measures of impact

- Citation counts
- H-index

Altmetrics

- Citations in Wikipedia, media coverage, social media mentions, use in public policy documents
- [Impactstory](#), [Altmetric](#)

Additional information and resources

- [Scholarly Communications & Publishing Guide](#)
- [Guide to the Research Repository](#)
- [Increasing the Visibility and Impact of Your Research](#)

My contact information:

ian.harmon@mail.wvu.edu

304.293.0329