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Whipping Up an Online Research Profile:

How to Promote and Manage Your Research for Improved Science Communication

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NUTRITION INFORMATION

Creating and sustaining an online research profile can serve as an effective strategy for promoting and sharing one's own work, finding and connecting with other researchers that have complementary research interests, and increasing the visibility and potential impact of one's own research to the public overall. This workshop will introduce and discuss both new and traditional online research profile tools, such as ORCID, Publons, Academia.edu, Twitter, etc., and will provide participants with a hands-on opportunity to work with these tools in small groups.

LEARNING OUTCOMES

Participants will learn the following:

- How to create an online, professional profile to promote their research
- The basics on how to use multiple online resources and tools, such as Publons, ORCID, Twitter, etc., for promoting research
- Strategies on how to boost engagement and visibility of online research profiles

NUMBER SERVED

20–30 faculty and graduate students

COOKING TIME

- Prep time: 4–5 hours

- Cooking time: 1.5 hours

DIETARY GUIDELINES

This recipe allows researchers to enhance the flavors of their research by learning how to effectively share their work, ideas, research, and/or data with others. This not only promotes their work but also opens additional doors for collaboration and communication.

INGREDIENTS & EQUIPMENT

- Computer with internet access connected to TV/projector
- Free accounts with ORCID, Publons, Google Scholar, ResearchGate, Academia.edu, and Mendeley are recommended
- Examples of research profiles on the above sites, as well as examples of social media posts on sites such as Twitter, Facebook, etc. that have demonstrated a strong impact

PREPARATION

1. Find examples of research profiles on social media and the more traditional profile sites. Try to find examples from a prolific researcher associated with your institution. However, if this isn't possible, doing a search in Twitter for "professors" or "aca-

demical research" and specific universities may show you relevant posts that have seen a lot of engagement. For sites such as Publons, Academia.edu, and Mendeley, searching for specific researchers or universities should provide good examples that can be used in the workshop.

2. If possible, recruit individuals who can serve as "experts" and are knowledgeable about specific online applications that will be covered in the presentation. These "experts" will help guide participants in effectively utilizing individual tools during the small-groups portion of the workshop.
3. Create a survey or other assessment tool to receive feedback on the session. (See "Example of survey/assessment tool" in Additional Resources to gather feedback.)

COOKING METHOD

1. Begin the workshop by showing an example of a researcher's social media post or online profile that has had a significant impact. Talk about the overall impact of the post if you are aware of the details as a way to introduce why creating a strong professional online presence can be a powerful tool. (5 minutes)
2. Next, start the presentation by discussing research profile tools that may be con-

sidered more traditional, such as ORCID, Publons, Google Scholar, ResearchGate, and Academia.edu. Also, include discipline-specific profiles, such as PubMed for health, if it is appropriate to your audience. Discuss the benefits and limitations of each and show examples of well-prepared and poorly prepared profiles. Sites such as Mendeley and LinkedIn, which act more as networking sites, can also be mentioned. When it comes to sites such as ResearchGate and Academia.edu, which allow full text of articles to be associated and downloaded, make sure to cover copyright concerns. If your institution has a repository, introduce that here. (30 minutes)

3. Move on to the second part of the presentation by covering research profiles related to social media applications, such as Twitter, Facebook, Instagram, or LinkedIn. A possible transition between the more traditional and social media options is to discuss Mendeley, which many use as a citation manager and as a personal research profile tool. Show the profile examples you found during the preparation stage and discuss the potential benefits associated with the maintenance of these accounts. Include information about how to strategically boost likes, shares, and comments to increase engagement and visibility of your research. (30 minutes)

4. After the presentation, have participants break out into 3–5 small groups. Each group will have a designated “expert” that will cover one of the online profile tools discussed in the presentation. Examples include Publons, ORCID, Twitter, Facebook, your institution’s own online repository, etc. The participants can choose the group they want to join based on the tool they want to explore in more detail. The “expert” will then be available to help participants in their group create or improve their research profiles for that tool and answer any questions they may have. (15 minutes)
5. End with a discussion on how online research profiles can be applied to their own research and how the library can work to support them. (15 minutes)

ALLERGY WARNING

Often when social media is discussed, the issue of privacy comes up. It is beneficial to be aware that some researchers may have negative responses to the suggestion of using social media to share their work; have appropriate responses prepared to address these potential concerns.

CHEF’S NOTES

For hungrier groups, this recipe pairs well

with the recipe “The Different Flavors of Research Impact: A Tasting of Traditional & Alternative Bibliometric Assessment Tools.” Both recipes build well on each other and, if time allows, providing both in a half-day workshop allows participants to more easily tie everything together. However, the recipes can also be easily shared on different days if that more closely fits the schedules and interest of the target audience. If providing both, it is recommended that “The Different Flavors of Research Impact: A Tasting of Traditional & Alternative Bibliometric Assessment Tools” goes first to provide participants with useful background information.

This recipe can be easily adapted to fit any discipline or research topic by selecting examples and online research tools that are most relevant to that area of research. For instance, for audiences that favor the humanities, online tools related to digital humanities may be of particular interest, such as Tableau or ArcGIS. For data-inclined researchers, FigShare may be a tool worthy of highlighting.

ADDITIONAL RESOURCES

Example of Survey/Assessment tool to gather feedback (see Preparation step #3): <https://bit.ly/2W10TLP>