

Taking control of your research visibility A hands-on guide to improving research “impact” for scholars

Marc L. Greenberg (Dept of Slavic Languages & Literatures), Ada Emmett (KU Libraries, Office of Scholarly Communication)

Getting Set Up

Put aside a bit of time to set up several accounts, instructions for which we will provide below.

In the following, we suggest you sign up for a number of services that involve giving your name and some professional data to various entities that are “players” in the emerging field of research statistics. (Guess what? They already have some of your data!)

We are confident that these entities are focused on research data only and, **so long as you do not provide personal data (birthdates, social security number, etc.)** to them, they should not affect your personal privacy. In general, however, you should realize that as soon as you publish your work, your professional data is “out there” regardless of your volition, and the tools we are discussing should help you to be more in control of how and where your data is used, check its accuracy and correct it as necessary as well as, especially, to use it to your professional advantage.

The good news: once you have done this, you will have already taken a giant step towards controlling your research visibility.

Once registered for the below sites, please come to the workshop with your login/password information. We include two examples and then instructions to set-up your own accounts in the following.

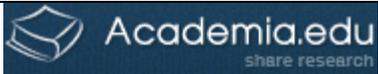
Get Started:

You will be instructed below on the basic steps to register for an:

1. ORCID id first;
2. GoogleScholar Citation account next;
3. and then at least two others below. Academia.edu best option for humanists—but see what the others do for you. Please be ready to write down new passwords, ID numbers, etc.

 *	http://orcid.org
What it does	ORCID is an open, non-profit, community-based effort to provide a registry of unique researcher identifiers and a transparent method of linking research activities and outputs to these identifiers. ORCID is unique in its ability to reach across disciplines, research sectors, and national boundaries and its cooperation with other identifier systems.
To register:	From ORCID home page, go to Registration page, add name, create password, be sure to make “default settings” (middle of the page) set to public.
	Accept the terms of ORCID
	Hit “register” button at bottom.
	New page will appear, note your ORCID number on left side, confirm papers listed as yours if needed. Import or add your own papers – you can come back to do this.
	Once you register for other sites you may have them mapped with your ORCID—ours has ResearcherID and Scopus also listed on left. ORCID allows you to do this from its site.
Username:	
Password:	
ORCID ID number:	

 *	http://scholar.google.com
What it does	Tracks web-searchable references to your published works and citations to them as well as calculates citation statistics, e.g., H-index (the number of articles H cited H times).
You must have a Gmail account:	To set up a Gmail account go to gmail.com and create an account.
	Once logged into your Gmail account, proceed to http://scholar.google.com and notice the option for "My citations" or an activation option. Click on that and follow directions.
	Confirm papers that are yours (or are not yours)
Username:	
Password:	
My ID and/or unique URL:	

 *	http://www.academia.edu
What it does	"Academia.edu is a platform for academics to share research papers. The company's mission is to accelerate the world's research. Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow. 3,853,925 academics have signed up to Academia.edu, adding 1,633,496 papers and 818,149 research interests. Academia.edu attracts over 5 million unique visitors a month." Also gives nice alerts when your work is accessed from its site.
Username:	
Password:	
My ID and/or unique URL:	

ImpactStory.	http://impactstory.org
What it does	"Share the full story of your research impact. ImpactStory is your impact profile on the web: we reveal the diverse impacts of your articles, datasets, software, and more". Provides additional ways of gathering information – for example how many "readers" in Mendeley.
	Choose the large "make my impact matter" button.
	Notice you can supply your ORCID and that you can import via your Google Scholar citation page more of your references.
	(Go back to Google Scholar and use drop-down menu to save your records in the bibtex file format, which then you can upload to ImpactStory.)
	Finish the registration process—note the new kinds of data being supplied.
Username:	
Password:	
My ID and/or unique URL:	

RESEARCHERID *	http://www.researcherid.com/
What it does (plays nicely with ORCID and some of the other sites listed here.)	[Owned by Thomson Reuters,] "ResearcherID provides a solution to the author ambiguity problem within the scholarly research community. Each member is assigned a unique identifier to enable researchers to manage their publication lists, track their times cited counts and h-index, identify potential collaborators and avoid author misidentification. In addition, your ResearcherID information integrates with the Web of Knowledge and is ORCID compliant, allowing you to claim and showcase your publications from a single one [sic] account." <i>NB: you can also register within ORCID once you have established your ORCID account.</i>
	Go to ResearcherID main page and look for option to register then "Join Now"
	Fill out basic information.
	Note options to add alternative names under which you've published or are known by.
	On results page note your ResearcherID number and notice papers retrieved, or select option for it to retrieve your papers.
	Notice the "exchange data with ORCID" (on left) and the "add publications" on right middle in orange.
	Manage your profile as well with additional information.
	Poke around the options to see what is interesting
ResearcherID Username:	
Password:	
My ID and/or unique URL:	

Some further reading

Greenberg, Marc L. "Joan Smiths of the World, Disunite!" Blog post: <http://slavist-semistrunnik.blogspot.com/2013/08/joan-smiths-of-world-disunite.html>

Greenberg, Marc L. "Not Waving But Drowning." Blog post: <http://slavist-semistrunnik.blogspot.com/2013/08/not-waving-but-drowning.html>

Lin, Jennifer and Martin Fenner. "Article-Level Metrics – Learning to Walk, Run & Do Algebra." Blog post: <http://tinyurl.com/jw248vo>

Tanenbaum, Greg. 2013. Article-Level Metrics. A SPARC Primer. <http://sparc.arl.org/sites/default/files/sparc-alm-primer.pdf>