Séminaire IFPEN, Rueil-Malmaison, 16/05/2018, *A hitchhiker's guide to research and innovation in a digital world*

"Be visible!": challenges and opportunities of digital identity tools
- *"Be visible or vanish!" – what for? (digital identity, visibility, impact)*
- *Getting through the maze: which tool for which visibility? (functionalities and main uses of ResearchGate, Google Scholar, ORCID, HAL and some more)*
- *The Ten Commandments to optimize your own visibility*

From - *Être visible sur internet : l'identité numérique du chercheur,* http://urfist.chartes.psl.eu/ressources/etre-visible-sur-internet-l-identite-numerique-du-chercheur,
- especially the synthesis *Construire son identité numérique de chercheur*, urfist.enc-sorbonne.fr/sites/default/files/ab/bouchard_identitenumerique_synthese_052018.pdf

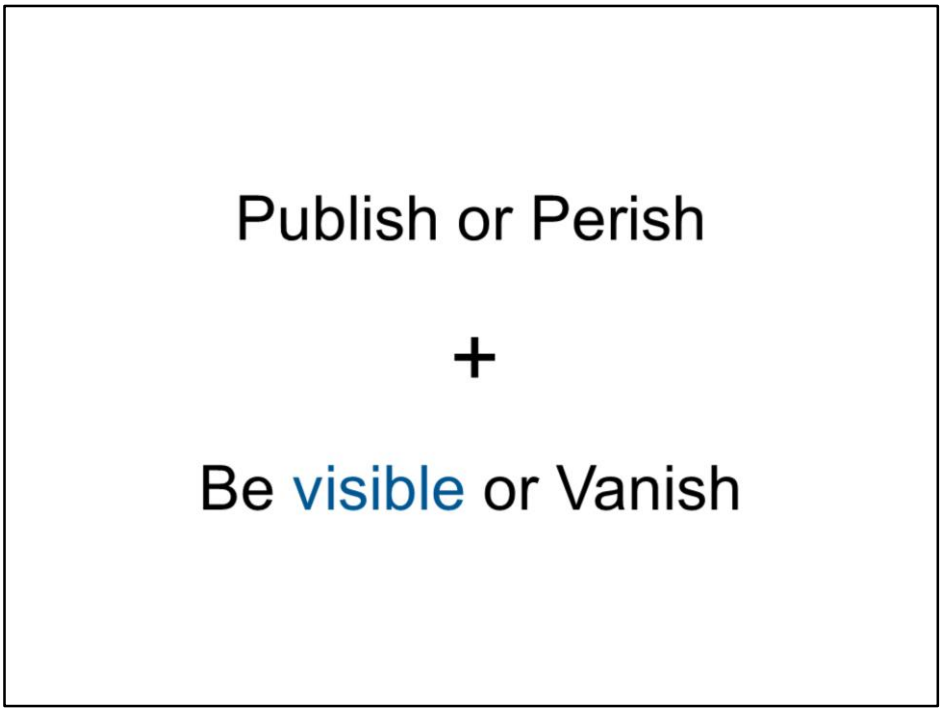
Big thanks to Xavier Longaygue from IFPEN (Scientific management) for his help and careful reading.

Covert picture: ad for America Force insurance group (1950's), via Vintage Browser.
Icons: Ibrandify, *Basic Essentials icon set*, https://www.iconfinder.com/iconsets/ibrandify-basic-essentials-icon-set. License : Free for commercial use.

“If you want to be visible, you have to be more visible than the others”

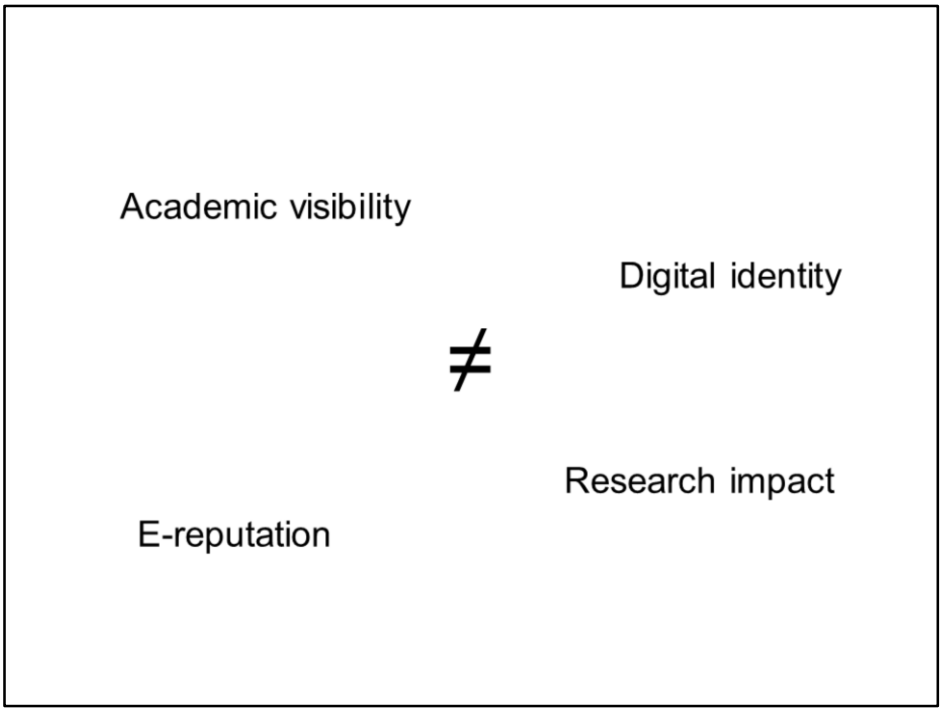
Wiley, *Maximize the impact of your published research!*, https://authorservices.wiley.com/asset/photos/promote.html/Promotionaltoolkitflyer.pdf

Let's start with this document by the famous publisher Wiley where Wiley advises researchers to make their own promotion. **Auto-promotion** is not new of course, but it reveals the importance of the **internet visibility** (networking, wider web, multimedia, article sharing, social media). **Publishers aren't enough anymore to be known**, even if you publish in well-known journals.



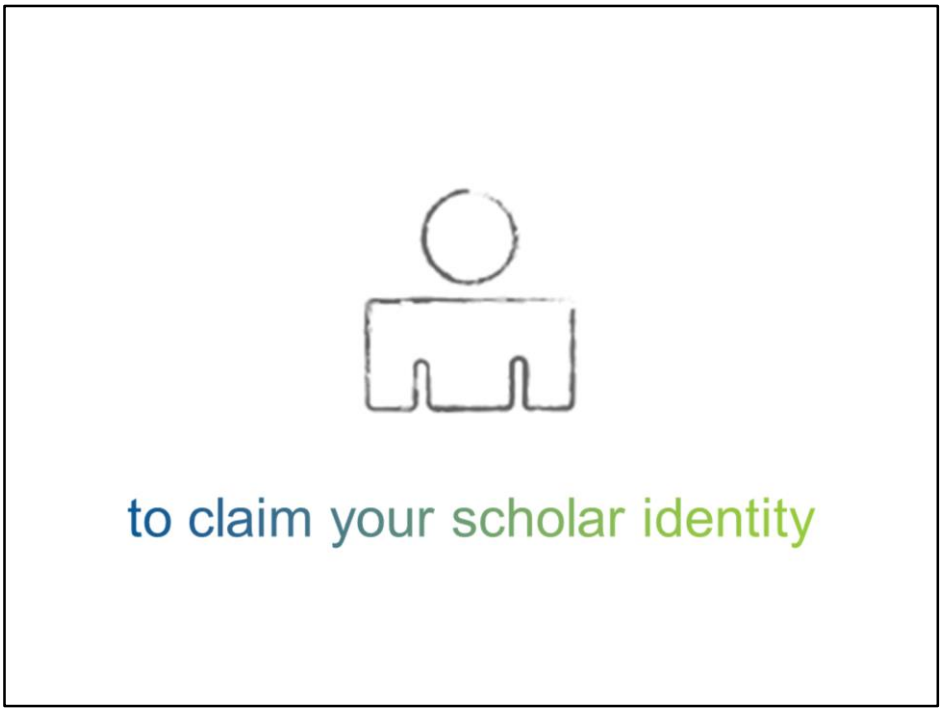
You may have heard of the famous “Publish or Perish”. But, due to the competition between researchers and institutions worldwide, the most important is to be visible if you want to find tenures, jobs, collaborations or funding.
Without visibility, **if nobody can find information about you, you don’t exist**, even if your works are good.
But what’s with “Be visible”?; how, where? For a start, “Be visible” means that you have to be visible **on the search results of Google** because everyone uses a search engine to find more about other people.

Therefore, it’s important to know which tools do well on Google, and how to maximize this visibility.

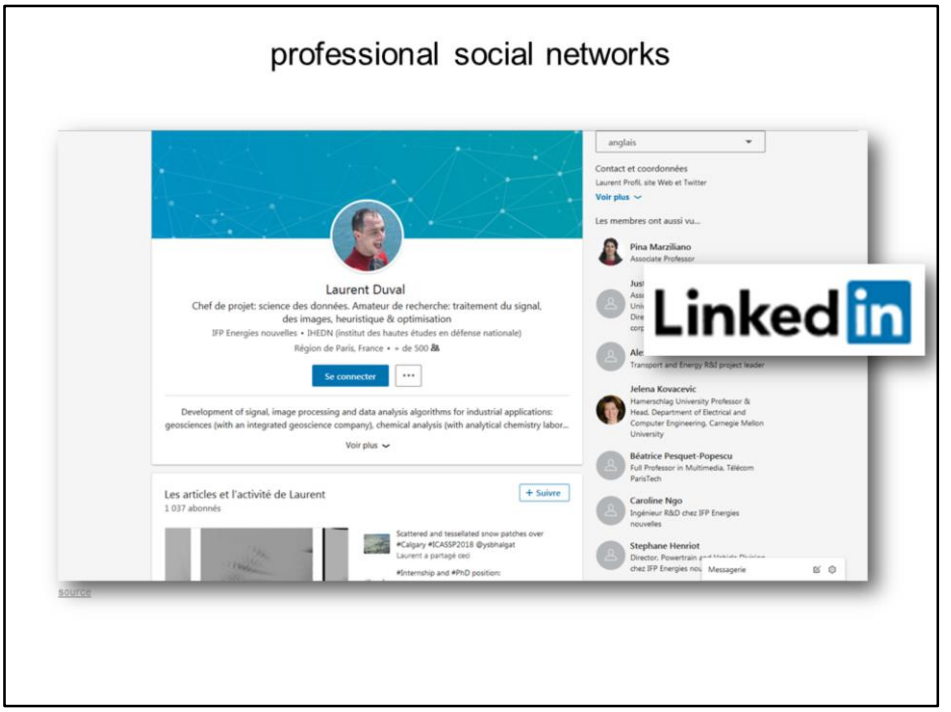


But you have to keep in mind that all these words aren't equal. As a PhD student, you can have a good academic visibility on search engines, without a great research impact through citations yet. It's up to you to be careful and build a good professional digital identity, so that people who will look you up on a search engine will have **a good and complete image of yourself**.
You also have to keep in mind that **publications in journals aren't the only way to be known** and that there are many tools and services now to publish your CV, your activities and your works on the internet.

Most of the tools can be classified by their purposes and their uses, and you should distinguish between the **tools which give you visibility for yourself and visibility for your works.**



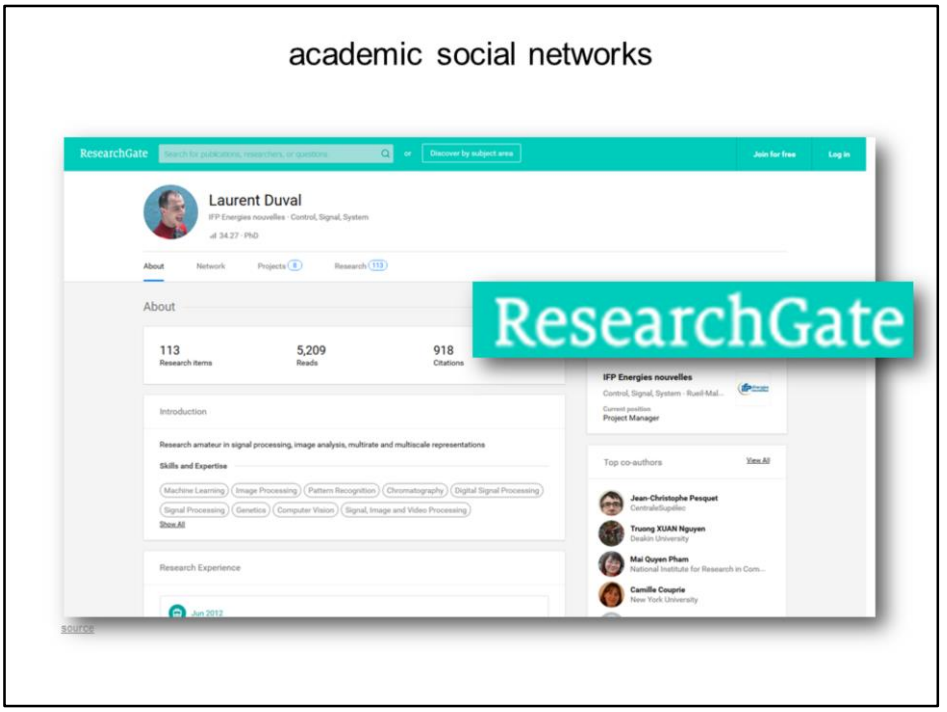
As a PhD, you should consider two ways:
1° **an institutional profile** which asserts your affiliation and your research;
2° **an independent profile** which will follow you throughout your career regardless of your researcher position (PhD, postdoc) and your future jobs.



References: https://www.linkedin.com/in/laurentduval/

Professional social networks are good if you wish to publish a **kind of CV online**, with your name, identity, training, competences and so on.

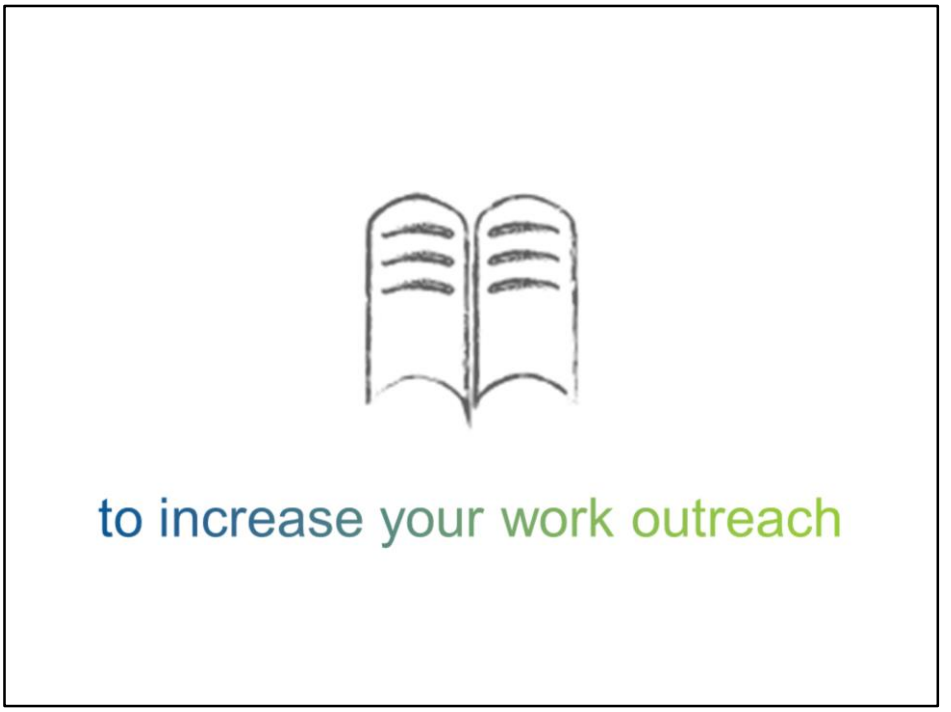
The most important one now is **LinkedIn** (500m accounts).
On LinkedIn, you can also write posts about your present activities and be a member of groups to exchange news.
They're of use **mostly in enterprises**, especially in your engineering fields, and are often used by recruiting officers to check information about candidates.
Nonetheless, they are not really good to show your works as a researcher.



References: https://www.researchgate.net/profile/Laurent_Duval

On the contrary, academic social networks are **specially designed for researchers**, therefore the emphasis on academic works, co-authors and metrics.
Beside some **personal information** such as name, affiliations and research interests, you can **upload** different kinds of works, not only articles, but reports, conference papers, data sets.

For you, mainly in engineering fields, you can forget Academia.edu (http://ifpen.academia.edu/LaurentDuval), because the most interesting is **ResearchGate**, based in Berlin (14m accounts), which is mostly used in science, engineering and medicine.
ResearchGate is easy to use thanks to **semi-automatic updates** of publications and suggestions.
There are also some interesting features like Q&A and ways to promote projects in progress, so that you can be known in your research field without having published many articles yet.



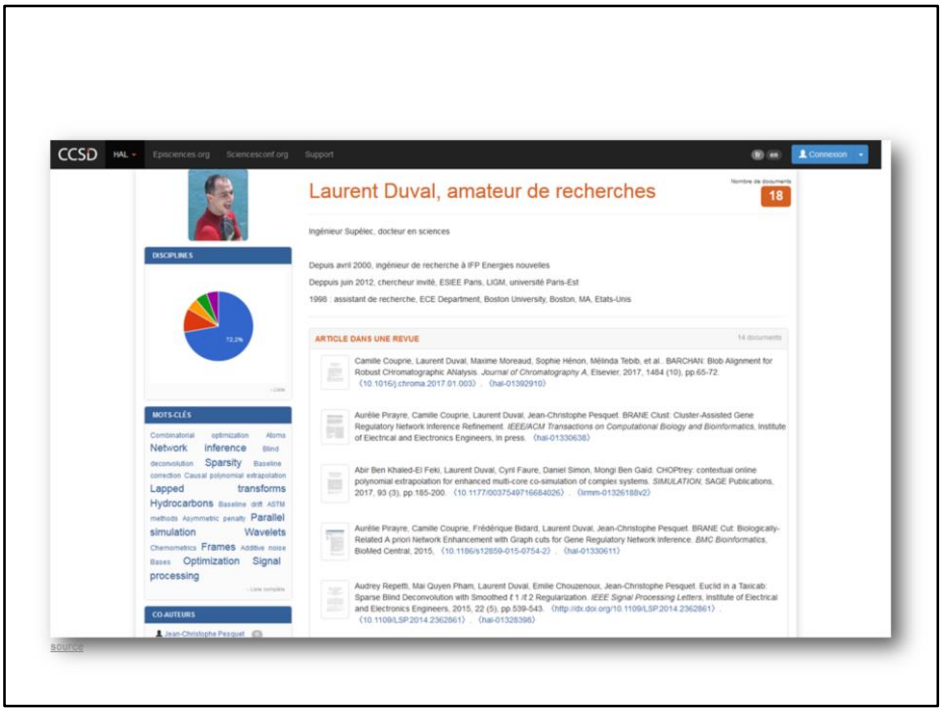
As being seen, being read and being cited is important for your future career and collaborations. it’s important that people, for example colleagues or recruiters, know what you work on and have access, if possible, to the full text.

References: https://hal-ifp.archives-ouvertes.fr/

Of course, you have heard of HAL, the national open archive. And you may know that IFPEN has a specific collection on HAL.
We have also seen that you can upload documents on academic social networks and other open archives (ex.: arXiv, https://arxiv.org/a/duval_l_1.html),
Many studies prove that articles uploaded on open archives and academic social networks receive boost in citations.
But you must be careful with academic social networks.
Academic social networks are for-profit societies, like Facebook and Google. They are free access, which means you don't have to pay money to use them, **but they are not open access**. They take profit of your **personal data**, for example through licenses on your contents. That means also that they're not **interoperable** with other tools and, for example, that you have to add your publication list on every single tool. Moreover, contrary to institutional services like open archives, they do not guarantee **long-term preservation**, which means that they do no guarantee your uploaded documents will be accessible in 5, 10, 15 years.
Therefore many institutions have special policies towards uploading on academic social networks. Researchers but not their employer are responsible for the work they deposit. According to these policies, you should upload your works on open archives and put only the link and the abstract on academic social networks.

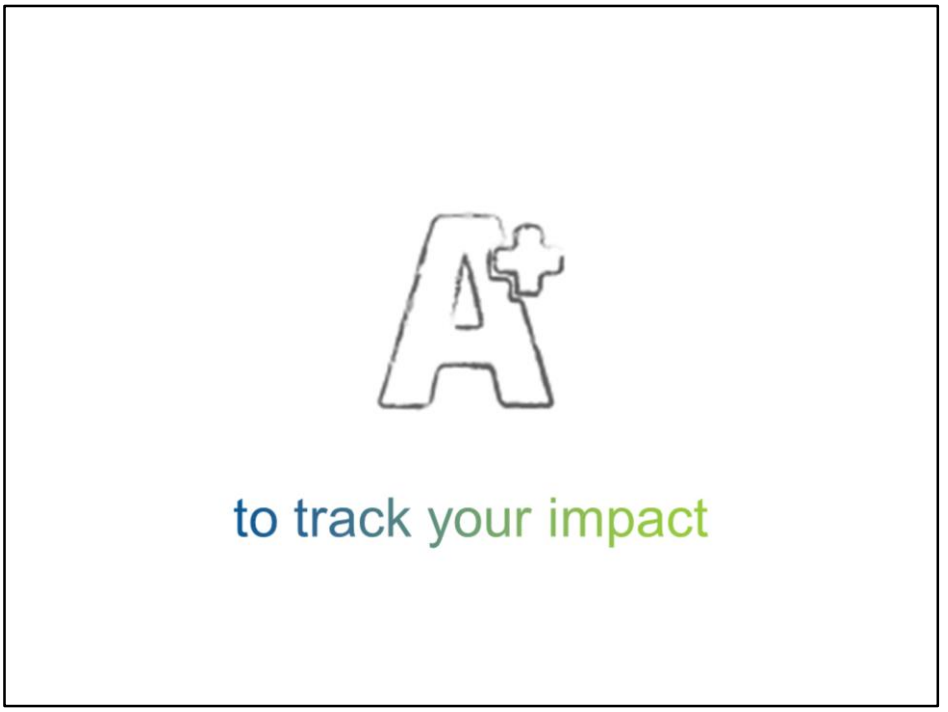
IFPEN recommends to its researchers to file in HAL:
- **the post print of articles published in peer-reviewed journals**
- **other articles**

IFPEN recommends not to directly share publications through social networks but rather to provide a link to the open archive HAL.

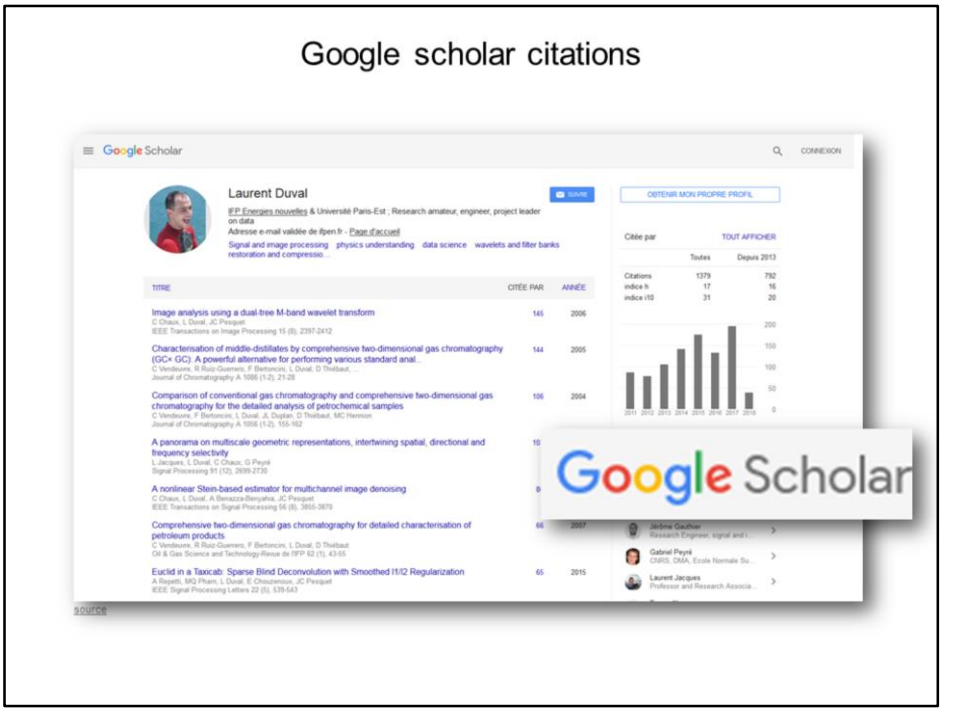


References: https://cv.archives-ouvertes.fr/laurent-duval

Moreover, on HAL, you can have your CV HAL, with an automatic list of works on HAL.

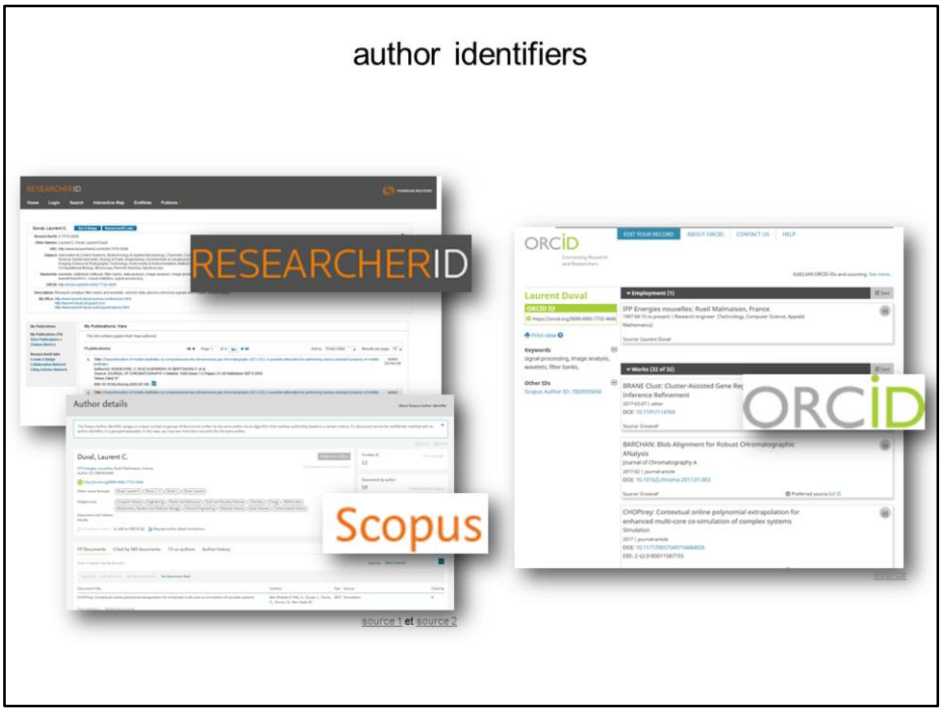


Some tools can give more visibility to your publication lists and help you to track your impact. Once you have created a profile, the **update** is usually automatic.
But be careful with **metrics**! Most of them have meaning only in the given database that produces them and are **not absolute**.



References: https://scholar.google.com/citations?user=ixkiakMAAAAJ

Probably the most known, Google scholar citations is linked to the database Google scholar.
You can have a personal profile that lists all your works indexed in Scholar, and some metrics like the h-index.

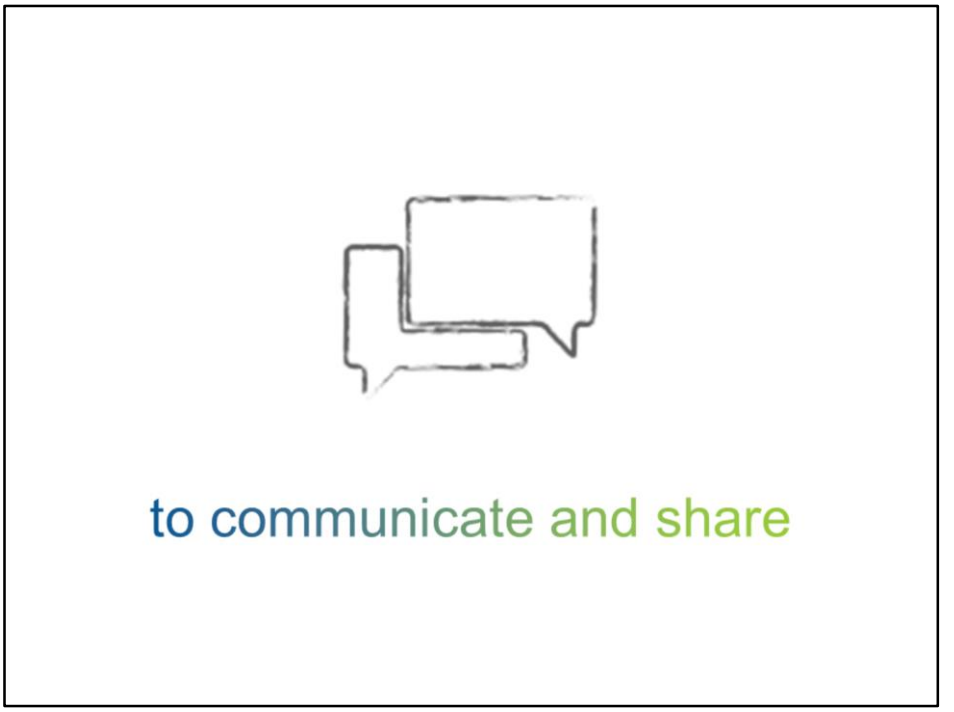


References: http://www.researcherid.com/rid/A-7576-2008, https://www.scopus.com/authid/detail.uri?authorId=7003935694 et http://orcid.org/0000-0002-7732-4666

Author identifiers (ID) are comparable to Social Security numbers : they help to distinguish between several homonyms, they follow authors throughout their activities and career and they can link different databases.

There are two mains categories of author identifiers :
- **commercial ID for specific databases** (ResearcherID for the Web of science, and Scopus author ID pour Scopus). These ones allow you to have just one profile with all your works in the given database even if there are different entry points;
- **ORCID** which is a transplatform ID. ORCID is more and more required by publishers when you submit an article. This ID is like a hub that makes easier exchanges of information between publishers, funders, institutions, database. So, it will help to improve the robustness of metrics and reduce the administrative burden.

IFPEN recommends to adopt the ORCID identifier, as also advised by different funding agencies (ANR, H2020) and as used by many researchers and scientific publishers.



Finally, some tools are more convenient if you want to address a vast audience **outside academy**. Most of them are general tools.

References: https://twitter.com/laurentduval

Let's just mention Twitter. It's not wide-spread in engineering, but it can be very useful for PhDs. As a PhD student, even if you haven't published much yet, you keep watch on publications and events and build an expertise in your research fields. If you publish these kinds of information on Twitter or in a blog, you will **be visible in your field** before the end of your PhD and you may be invited for lectures.

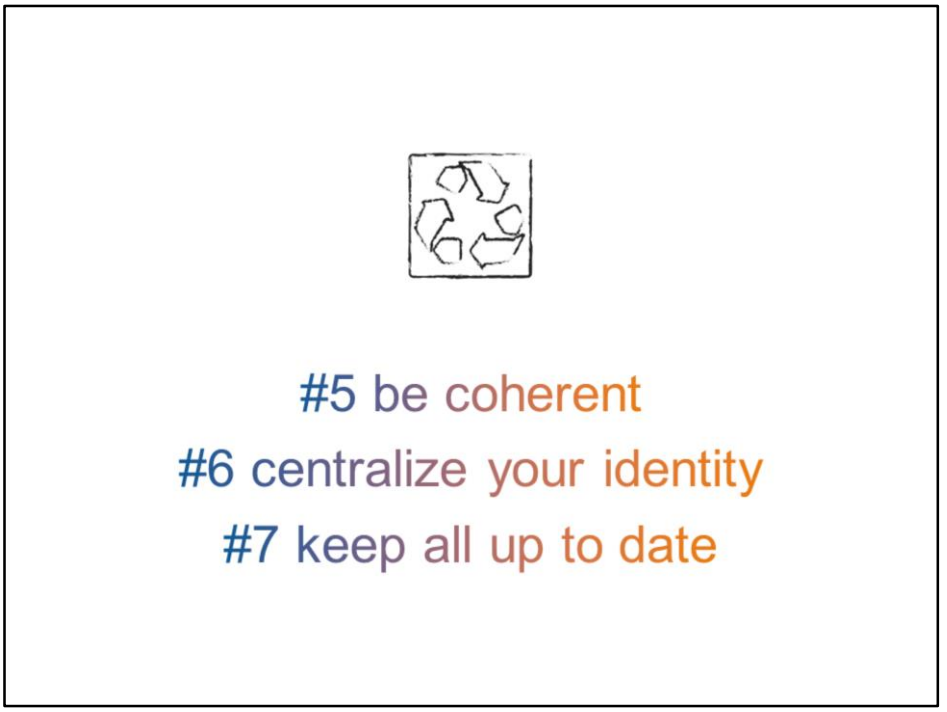
In this category, we could also mention scientific blogs (ex.: https://laurent-duval.blogspot.fr/), Q&A services like StackExchange (ex.: https://stackexchange.com/users/2736153/laurent-duval) or Quora (ex.: https://www.quora.com/profile/Laurent-Duval)

Online identity is a **work in progress**. So you have to follow some rules **from the beginning of your PhD**.

First, you have to look you up on a search engine, to make an inventory and see what's right and wrong with your digital identity: have you homonyms, can we find personal information about you, etc.?

There are different ways to be visible for a researcher; it depends of your goals. So it's important to define a **strategy**: which tools do you use?, what's the audience you aimed at, etc.?
Once you have defined a strategy, take time to discover the features of the tools, especially the settings for mail notification and security.

In the future, you will **review your strategy** regularly to see if it's still relevant.

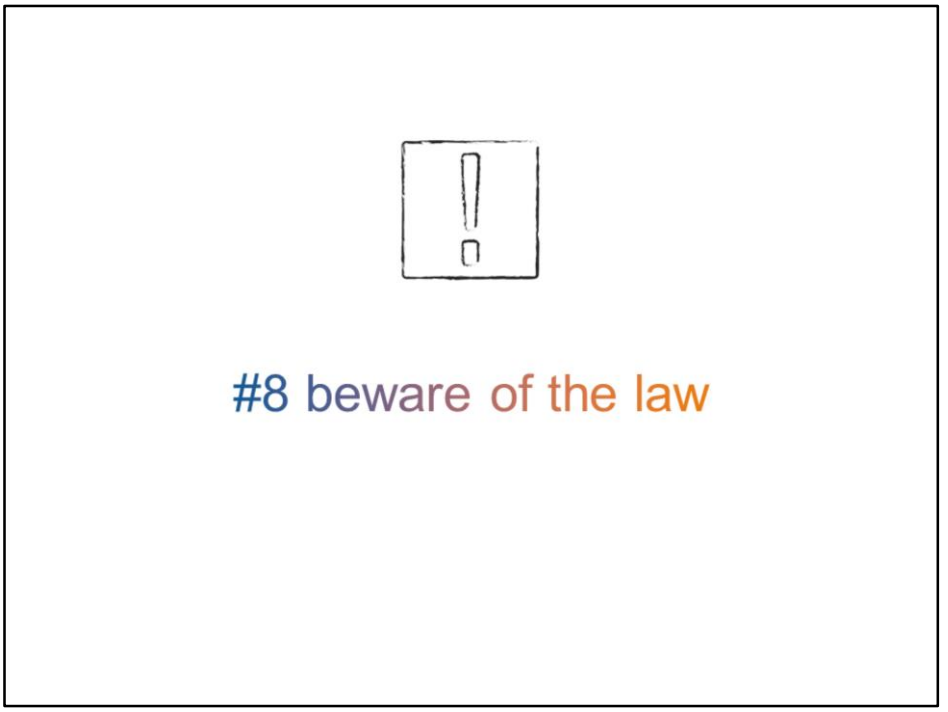


These three points are important for your **e-reputation**, i.e, the picture others will have of yourself.
When asked what gives them a bad impression about a candidate on the internet, **recruiting officers** explain they can't stand lack of coherence and un-updated information. It shows a lack of care from the candidate and it makes them lose their time.

Be careful to have **a unique identity everywhere** (same name, same picture) so that you can be easily identified. And don't hesitate to make **some clean-up** regularly.

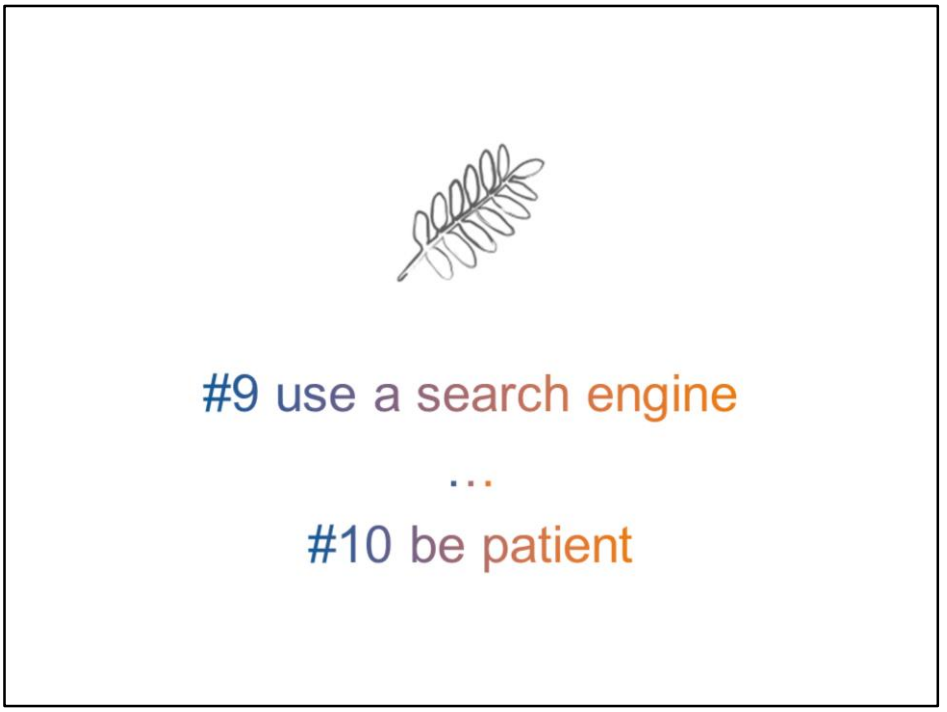
Be also careful to **centralize your identity**: you never know how people will find you on the internet. So don't hesitate to put relevant **keywords and links** between your different profiles. Search engines love keywords and links for their rankings, and that will help other people to bounce from one profile to another if they want further information.
You can even think of a personal site (ex.:http://www.laurent-duval.eu/), which will follow you throughout your career. For this, you may need some technical competencies.

References: http://www.laurent-duval.eu/



Think before you post and play by the rules.
When you publish something online, you know you can't do everything.
That's important for **copyright on publications**. You must always check before you upload published productions how the publishers allow you to. For example, their policy may be different for academic social networks and open archives.

Moreover, in your fields, be very careful with **confidentiality and industrial property** too. Never publish online things related to future patents or sensitive data. **Don't lose your competitive advantage!**



Be sure to regularly look you up on search engines and create **alerts** on your name to be sure that your visibility strategy is good, and see if the **time** spent on your digital identity is **well spent**.

“Be patient”, this one speaks for itself; it takes time to build a good visibility. **The earlier, the easier.**

To finish, let's see again the Wiley picture.
Not to forget that academic visibility relies as much on real life, *via* conferences and networking, as on the internet.