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Academic excellence for business and the professions

Enhancing the Visibility of Research. Tools and Strategies

**Promoting Discoverability of African Scholarship Online
OpenUCT/Carnegie Workshop**

Nairobi, Kenya

10-11 March 2014

Ernesto Priego

@ernestopriego #citylis

#scholarAfrica





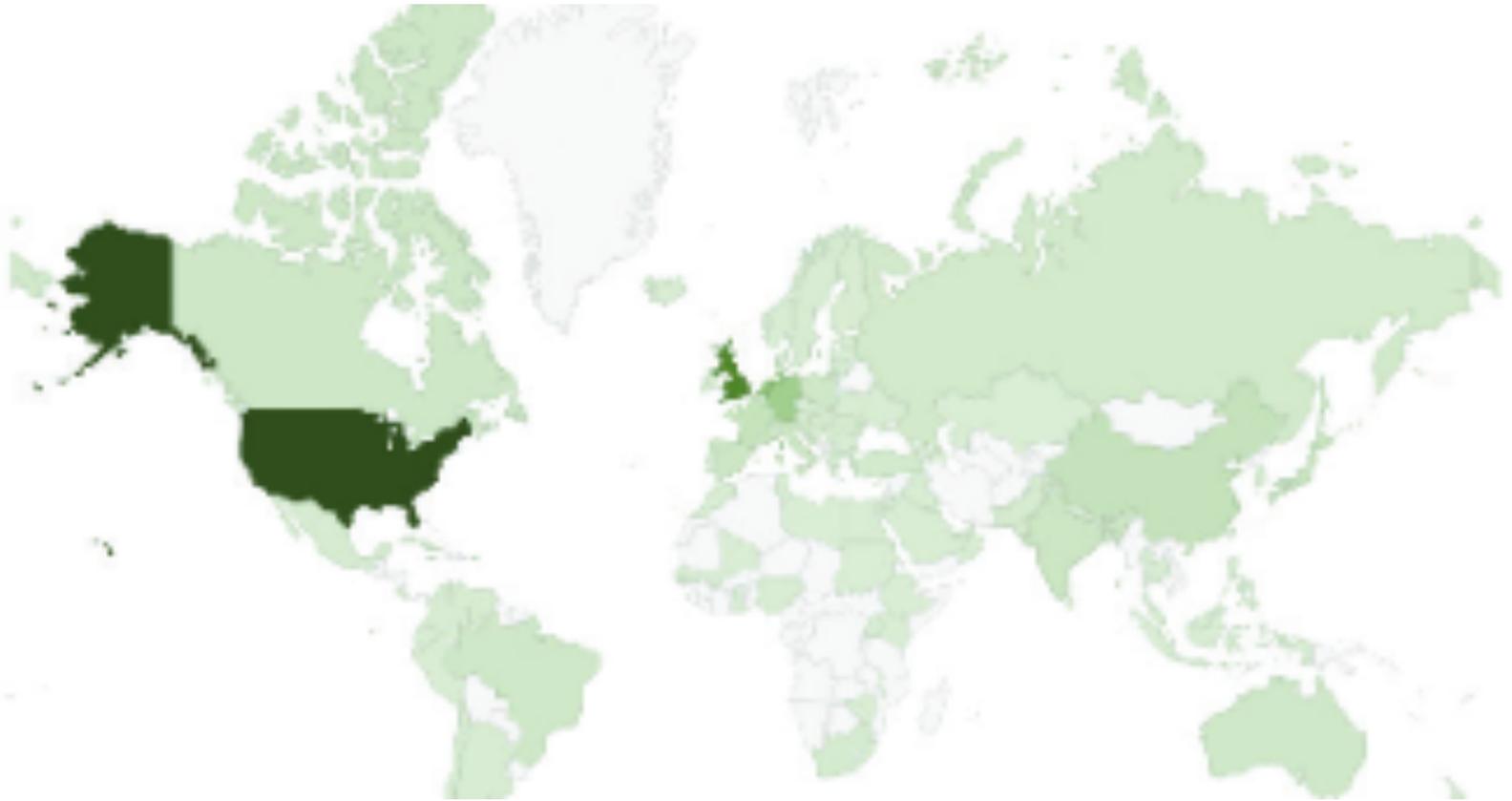
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<http://dx.doi.org/10.6084/m9.figshare.956289>



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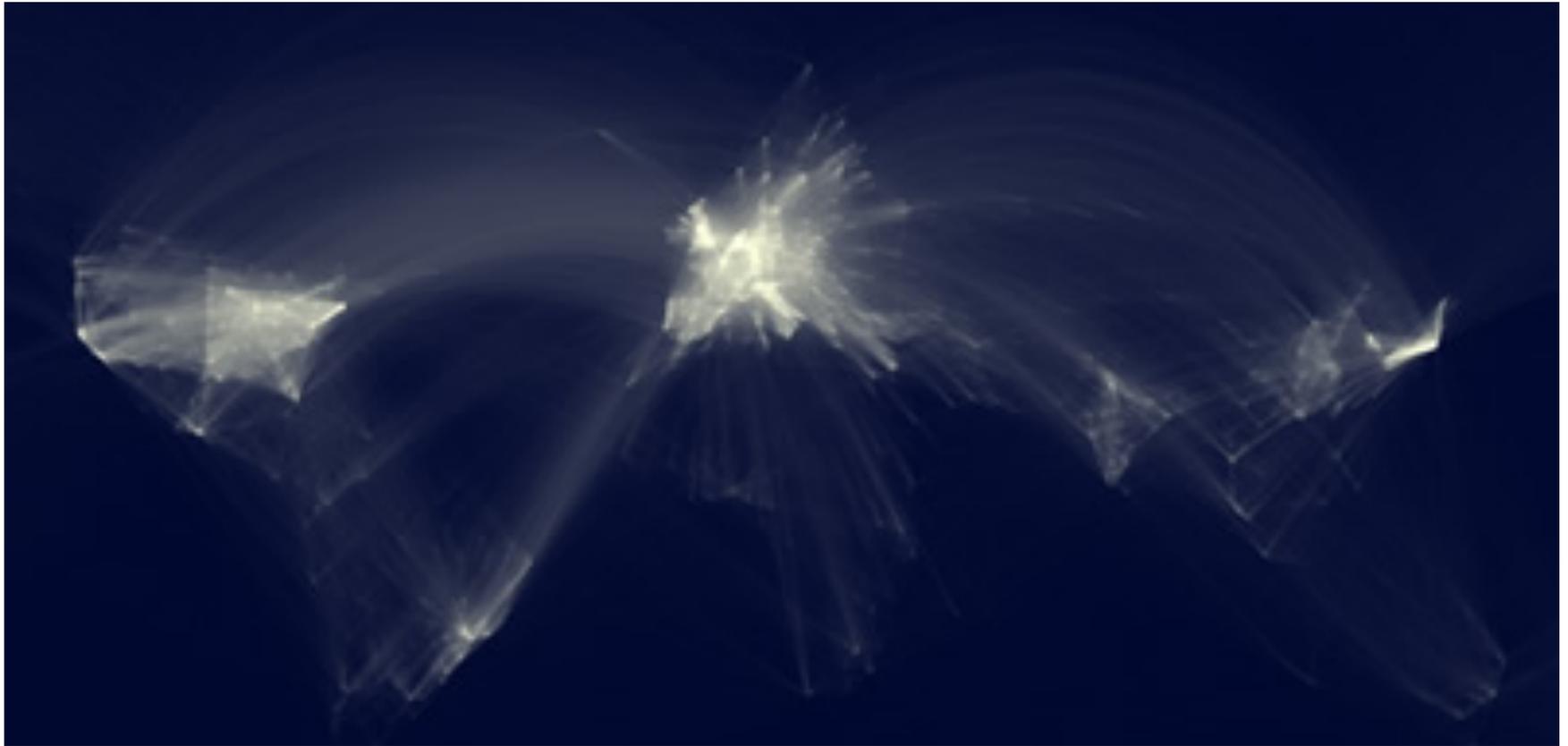
SCOPUS Title List (August 2013)





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“Scientific Collaborations”



Olivier H. Beauchesne

http://www.visualcomplexity.com/vc/project_details.cfm?id=747&index=747&domain



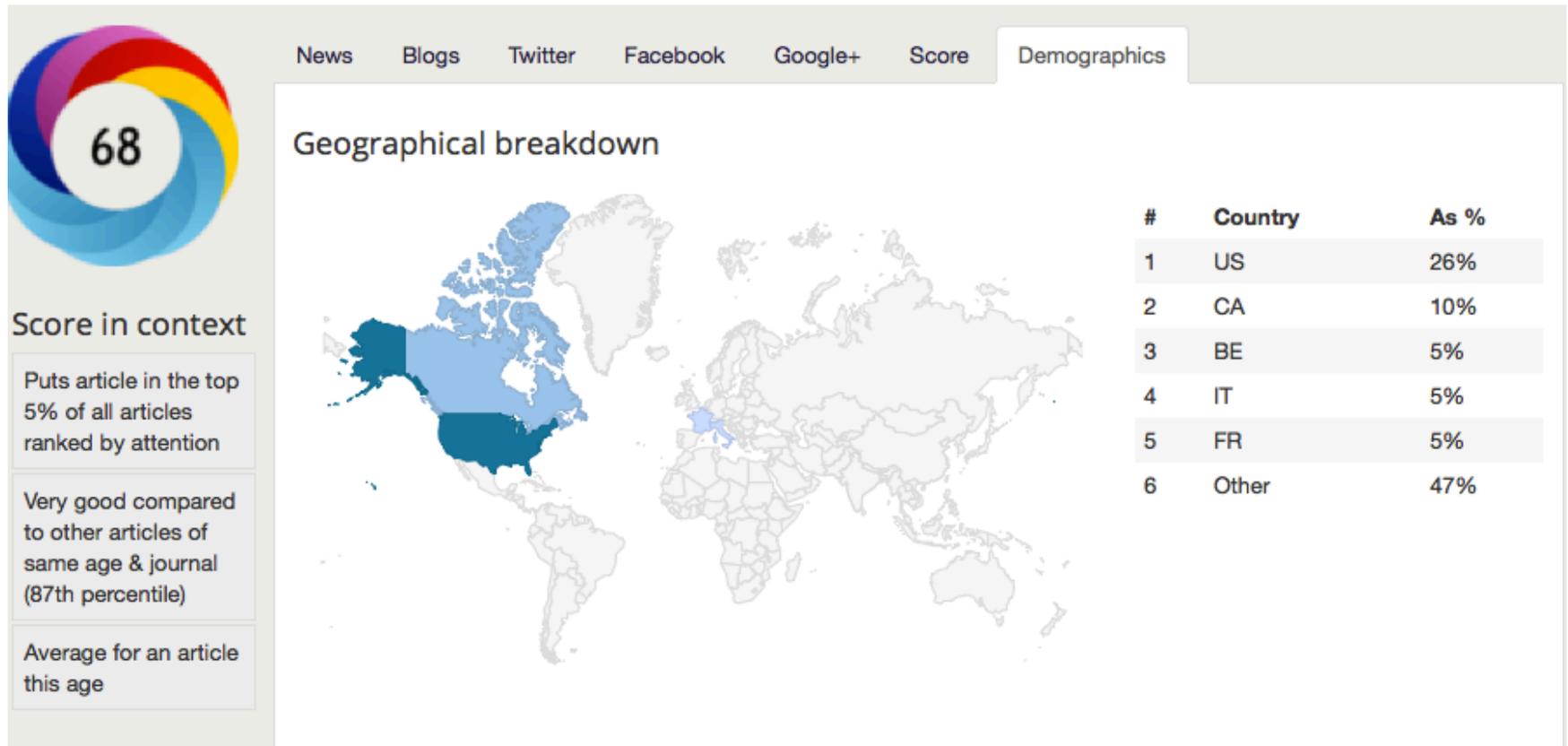
A Long Time Ago... (September 2011)

The screenshot shows the Guardian Higher Education Network website. At the top left is the Guardian logo. To the right is a search bar labeled "Your search t". Below the logo is a navigation menu with links for News, Sport, Comment, Culture, Business, Money, Life & style, Travel, Environment, and TV. A secondary menu includes Professional, Higher Education Network (highlighted), Blog, Events, Find a job, About us, and Become a member. A large blue banner reads "higher education network" with the tagline "Advice, insight and best practice from the community". The main article is titled "How Twitter will revolutionise academic research and teaching" by Ernesto Priego. The article text states: "Social media is becoming increasingly important in teaching and research work but tutors must remember, it's a conversation not a lecture, says Ernesto Priego". To the right of the article are social sharing buttons: Tweet (503), Recommend (137), reddit this, and Comments (0). A vertical sidebar on the right contains a "Jobs" section and a partially visible "Ex at 1 Ins" section.

<http://www.theguardian.com/higher-education-network/blog/2011/sep/12/twitter-revolutionise-academia-research>



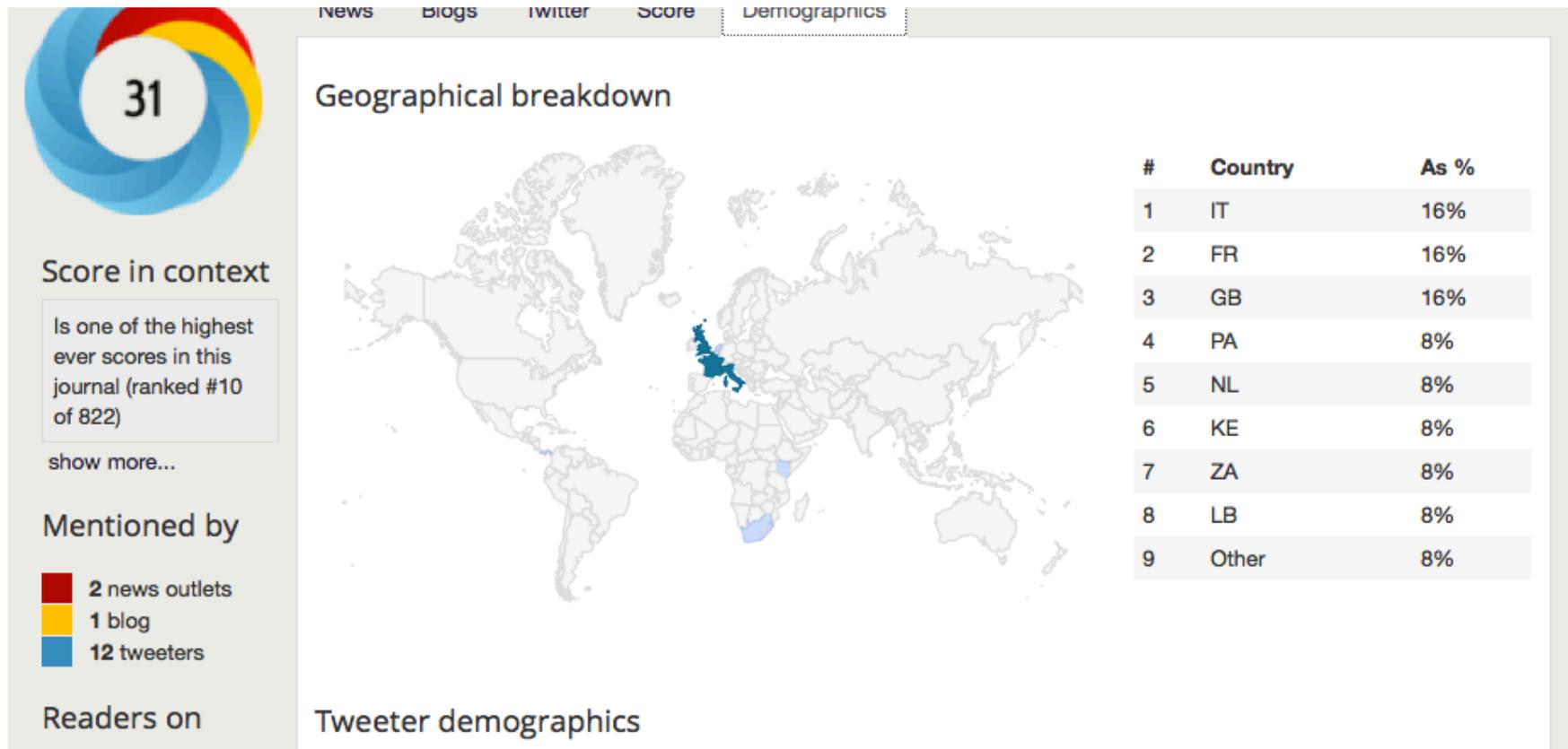
Altmetrics for Article on Africa by Australian PI



From a report on the Altmetric Explorer <http://altmetric.com/> (more recent score might have changed)



Altmetrics of Article on Kenya by Kenyan PI



From a report on the Altmetric Explorer <http://altmetric.com/>
(more recent score might have changed)



In January 2014...

- ★ Total World Population: **7,095,476,818**
- ★ Internet Users: **2,484,915,152**
- ★ Active Social Network Users: **1,856,680,860**
- ★ Mobile Service Subscribers: **6,572,950,124**

Sources: US Census Bureau, InternetWorldStats, Tencent, Facebook, Vkontakte. All figures are naturally approximate.

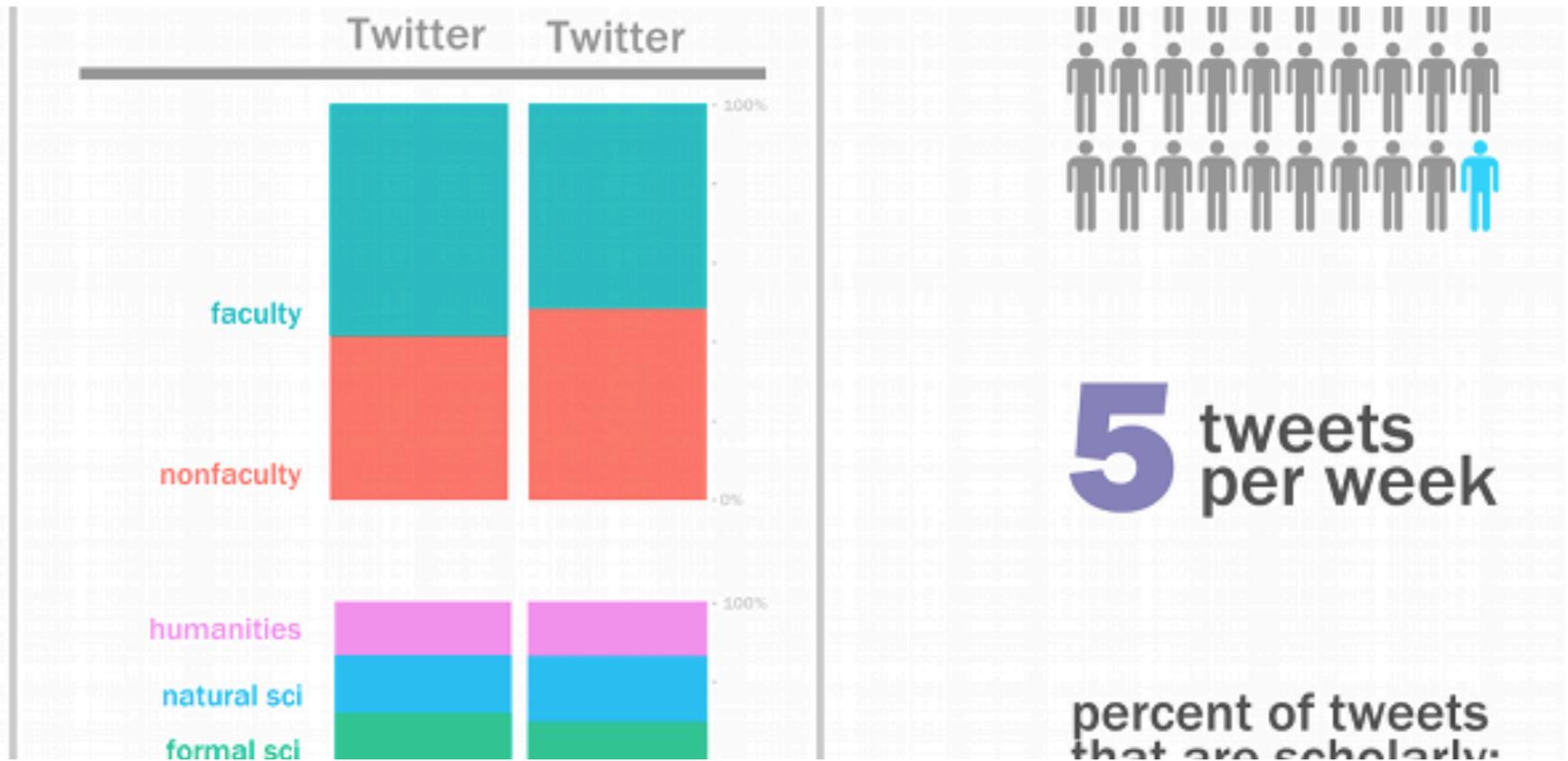


Active Users by Platform

- ★ Facebook **1,184 million**
- ★ QZone (Tencent) **632 million**
- ★ Google+ **300 million**
- ★ LinkedIn **259 million**
- ★ Twitter **232 million**
- ★ Tumblr **230 million**



Scholarly Twitter?





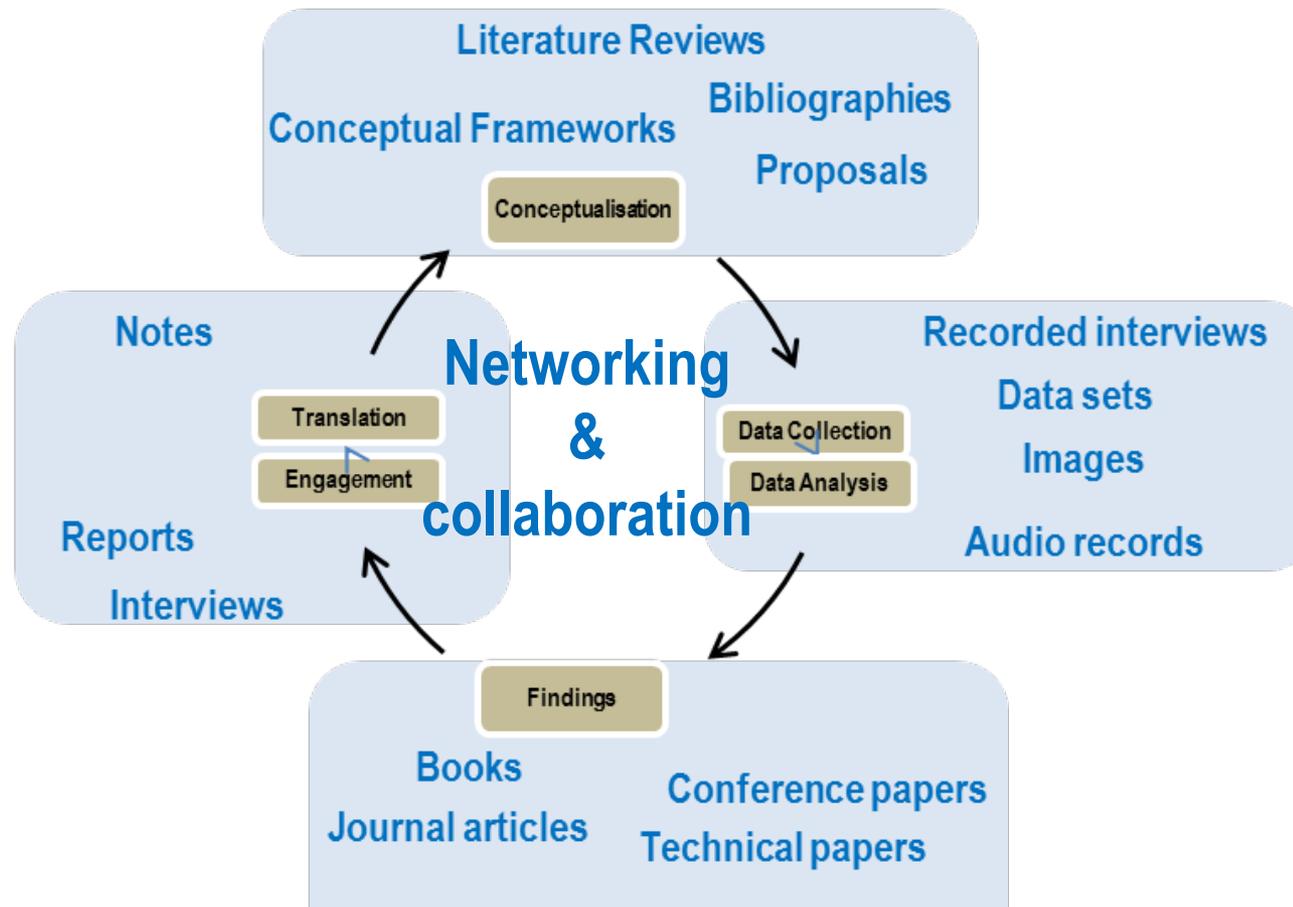
Scholarly Twitter?





The Research Lifecycle



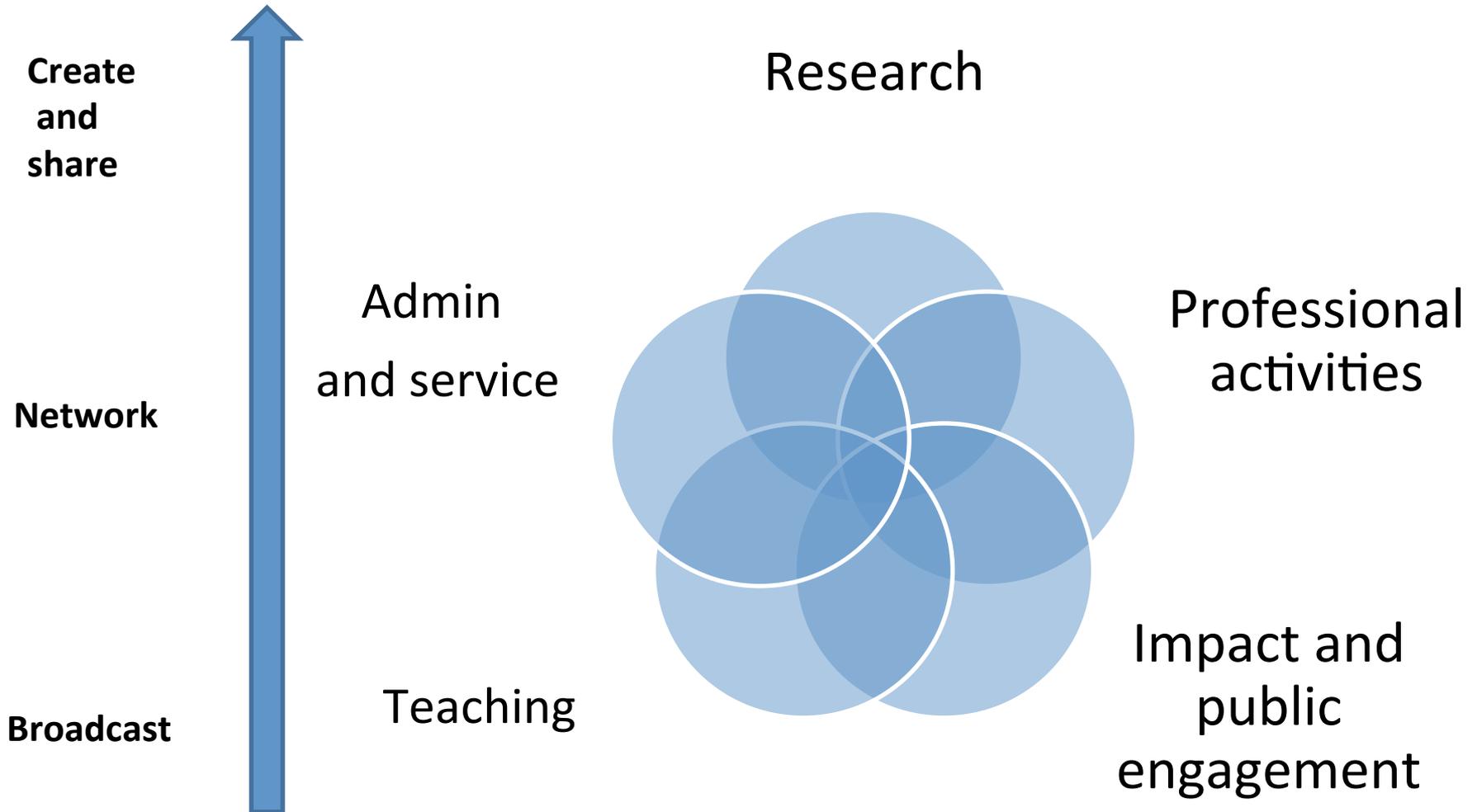


Modified by Goodier from
Czerniewicz, 2013

Research & scholarly communication cycle



What might social media offer?





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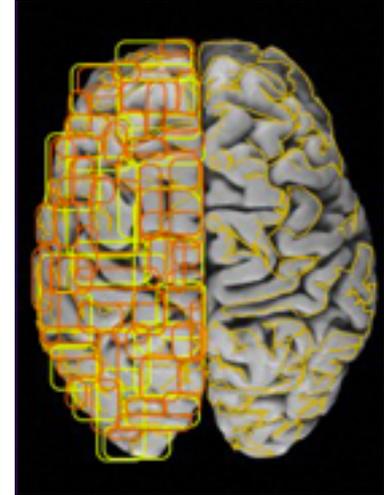
Three Key Processes

BUILDING
LAUNCHING
OPTIMISING

- Via @_jemima and @tomszekeres



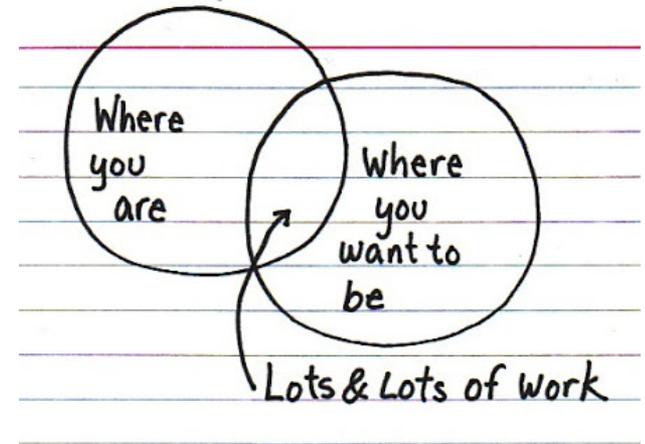
Building



- ★ Brainstorm your social media mission statement
- ★ Aim at building a community, not just your own presence
- ★ Decide how you want to be perceived and who you want to reach and why
- ★ Research colleagues and organisations in similar fields to yours and their online presence in advance



Building: Decisions, Decisions!



- ★ Decide who you want to be, how you want to be perceived
- ★ Decide what you want to achieve on Twitter
- ★ Decide who you want to reach
- ★ Decide how you want to reach them (and where, when)



#HigherEd

- Hashtags vary, live and die; they can be useful, but require filtering, curating, care
- Hashtags are nodes for communities
- Conferences and academics should check a hashtag is not being used for something else (#UCL – UEFA Champions League)
- Hashtags can get spammed; abusers need to be blocked and reported
- Each hashtag can get a search URL so you can link to it for a limited time
- #OpenAccess
- #OpenData
- #OER
- #Africa
- #scholarAfrica



Building: The Basic Set-Up



<http://epriego.wordpress.com/>

- ★ Facebook is popular but...
- ★ The essential Social Media Engagement set-up is a blog/
dynamic content site and a Twitter account.
- ★ Go for Wordpress. Easy to learn, open source, great
development community.
- ★ Then everything else....

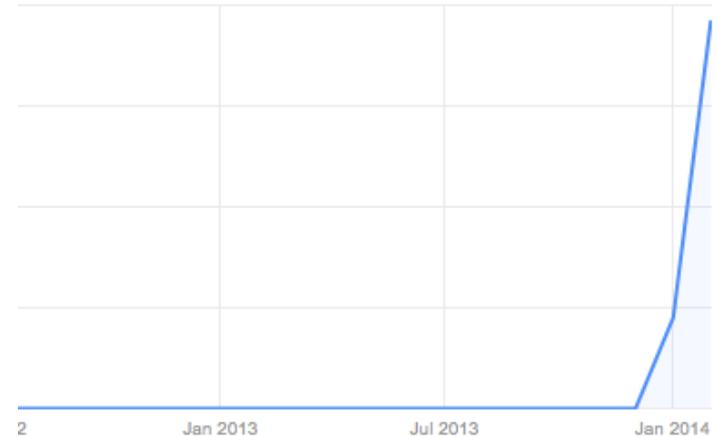


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Building

- ★ Twitter first, with it you can create other accounts
- ★ Multi-account services like TweetDeck (Desktop) or HootSuite (mobile and desktop) can prove essential
- ★ Decide what content and what tone works for which platform whilst being consistent
- ★ Your home site must be linked from your bio
- ★ Setting up a project blog within your home site remains vital, with brief but frequent (not too frequent) posts



- ★ Plan in advance. You can schedule some content, but do not fully automate the postings; be prepared to reply to feedback
- ★ Analyse how your followers react and when (Google Analytics, [KissMetrics](#))
- ★ Get your friends, colleagues, connections to help you share. Thank those who help you and/or inspire you.
- ★ Tap into current trends through hashtags, news items, etc., without being opportunistic or spammy (be sensible!)



Optimising

- ★ Listen for feedback. Watch and learn.
- ★ Remember: no one sees Twitter in the same way; every Timeline is different.
- ★ Twitter is not only conversational, it's your main distribution centre, so link, link link.
- ★ Study what hashtags people use. Participate if appropriate. Create your own hashtag(s) but check before if it's being used already.
- ★ Track and study your links, use [Bit.ly](https://bit.ly) and/or goo.gl to shorten links, track them and make comparisons, spot patterns



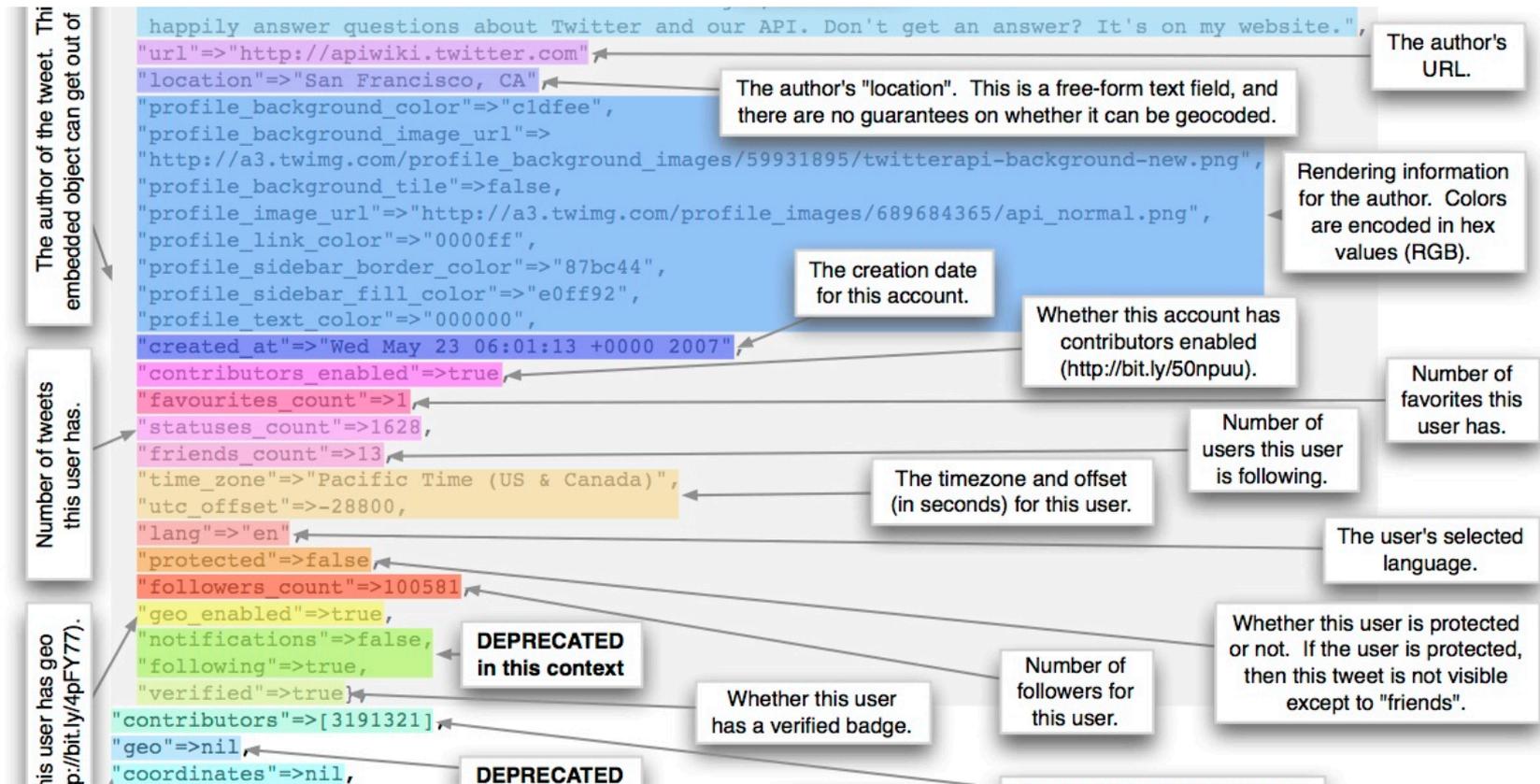


Wdidgets: Make It Shareable



- ★ To add Twitter widgets and customise them go to <https://about.twitter.com/resources/buttons> and <https://twitter.com/settings/widgets>
- ★ Increase your shareability with customised share widgets and buttons on your home site and blog, with widgets on each post (try out [ShareThis](#) or [Shareaholic](#)).

The Naked Tweet: Data, Metadata



<http://www.slw.ca/wp-content/uploads/2011/11/map-of-a-tweet-copy.pdf>

<https://blog.twitter.com/2013/introducing-new-metadata-for-tweets>



Online Reference Managers

Welcome, Ernesto Priego · Settings · Inbox · Download · Log Out

Upgrade Storage

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Zotero [zoh-TAIR-oh] is a free, easy-to-use tool to help you collect, organize, cite, and share your research sources.

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Dashboard My Library Papers Groups People Paper

Newsfeed All Profile updates Groups

Ask a question or comment here

Keita Bando in the group altmetrics
Added "Novel Research Impact Indicators"
Like · Comment · 14th February

You in the group The Comics Grid: Journal of Comics Scholarship Research Exchange Group
Added "How Can 575 Comic Books Weigh Under an Ounce?: Comic Book Collecting in the Digital Age"



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“Get Credit for All Your Research” (with DOIs!) <http://figshare.com/> The Repository as Network



discoverable

- Secure and accessible
- Easy to manage your research data
 - 1GB private space
 - Unlimited public space



shareable

- Publish your negative data
- Quick and simple upload
- All formats of research accepted



citable

- All published research is citable
 - Cloud based service
 - Always available





What is a DOI?

- DOI stands for Digital Object Identifier.
- A DOI is a standardized system for identifying an electronic or digital object.
- A DOI looks like this:

DOI: <http://dx.doi.org/10.5334/cg.af>

- DOIs provide stable, long-lasting links for online articles.
- Some citation styles, like APA require you to include the DOI when referencing online journal articles.



Use CrossRef to Look Up a DOI

crossref

free DOI lookup

.....

CrossRef currently provides a number of ways for you to locate a DOI.

- If you have bibliographic data for a item and would like to find the DOI, please use the **metadata** section of 1
- If you only have an article title and author, please use the **article title search** section of this form.
- If you have the text of a bibliographic reference, please use our **automatic parsing** service on this page.
- If you are a developer and wish to submit a raw XML query use **the XML form** section of this page.

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Bibliographic metadata search

This form is a guest query interface to the CrossRef system for individual DOI retrieval. This interface is not intend automated batch basis, please obtain an account on our system.

You must supply either author or first page and we recommend using journal title as well as ISSN. For a list of jour

Limit search to: Journal OR Book/Conference Proceeding

First Author ISSN

Journal Title

Article Title

...and cut and paste a citation in www.crossref.org/guestquery/



What are Altmetrics?

- Alternative metrics/Article level metrics
- A novel way to measure research impact and reach of:
 - Traditional scholarly works online
 - Other outputs (e.g. blogs, news articles, etc.)
- Can be incorporated into monitoring and assessment



ImpactStory.



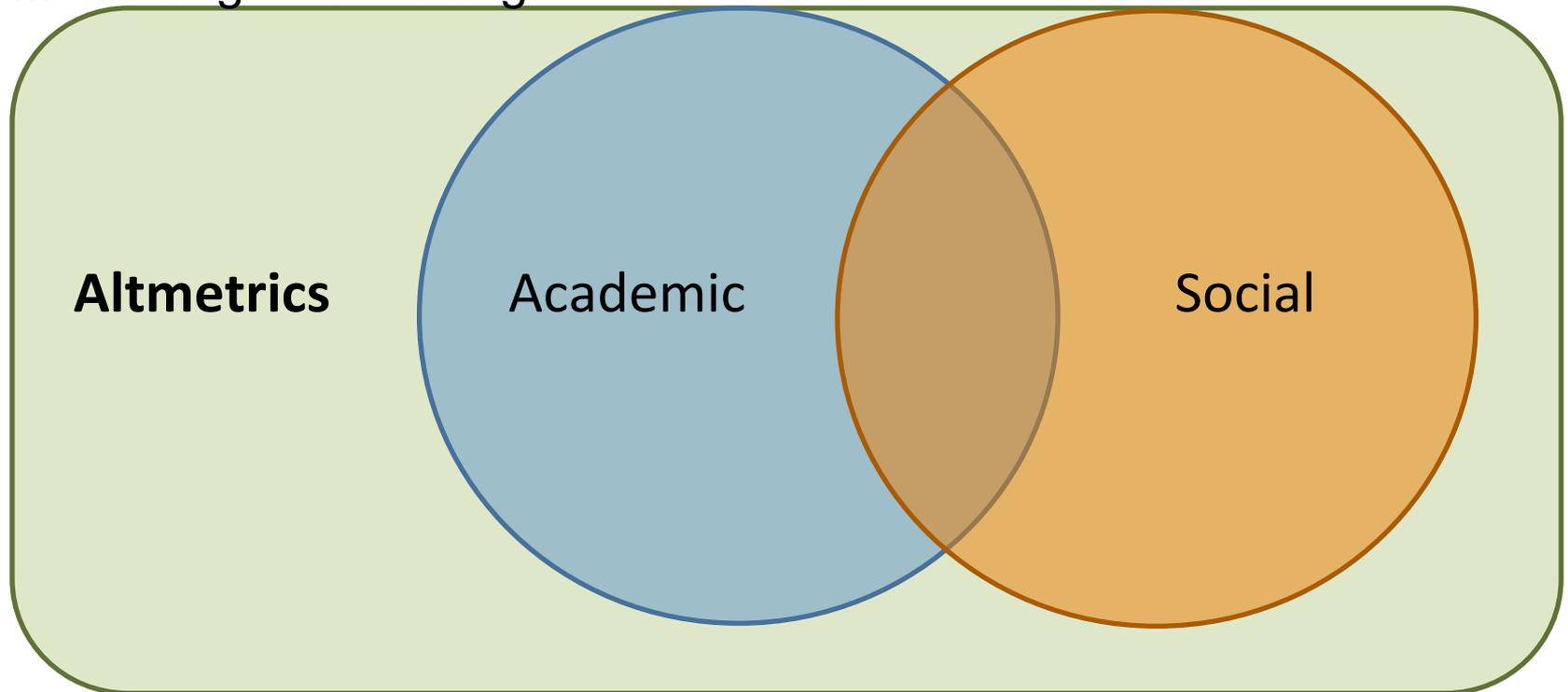
Altmetrics

- The content needs to have a unique identifier (doi, arxiv id, pubmed id)
- The sources where it is mentioned need to be tracked by the service (a blog, media resource, social bookmarking site, Twitter, Facebook...)
- Altmetrics services can be contacted personally to request adding your blog or journal)
- Locate your blog's feed and share it



Online tools & services for boosting academic visibility & profile

- Monitoring & assessing:





The Triple A: Access, Altmetrics, Africa

Fieldwork: Alt-metrics, Digital Opportunity and Africa



Ernesto Priego

January 29, 2013 14 Comments



When discussing the challenges and opportunities posed by alt-metrics, it can be easy to take for granted the cultural and infrastructural conditions required for their development, study, and use.

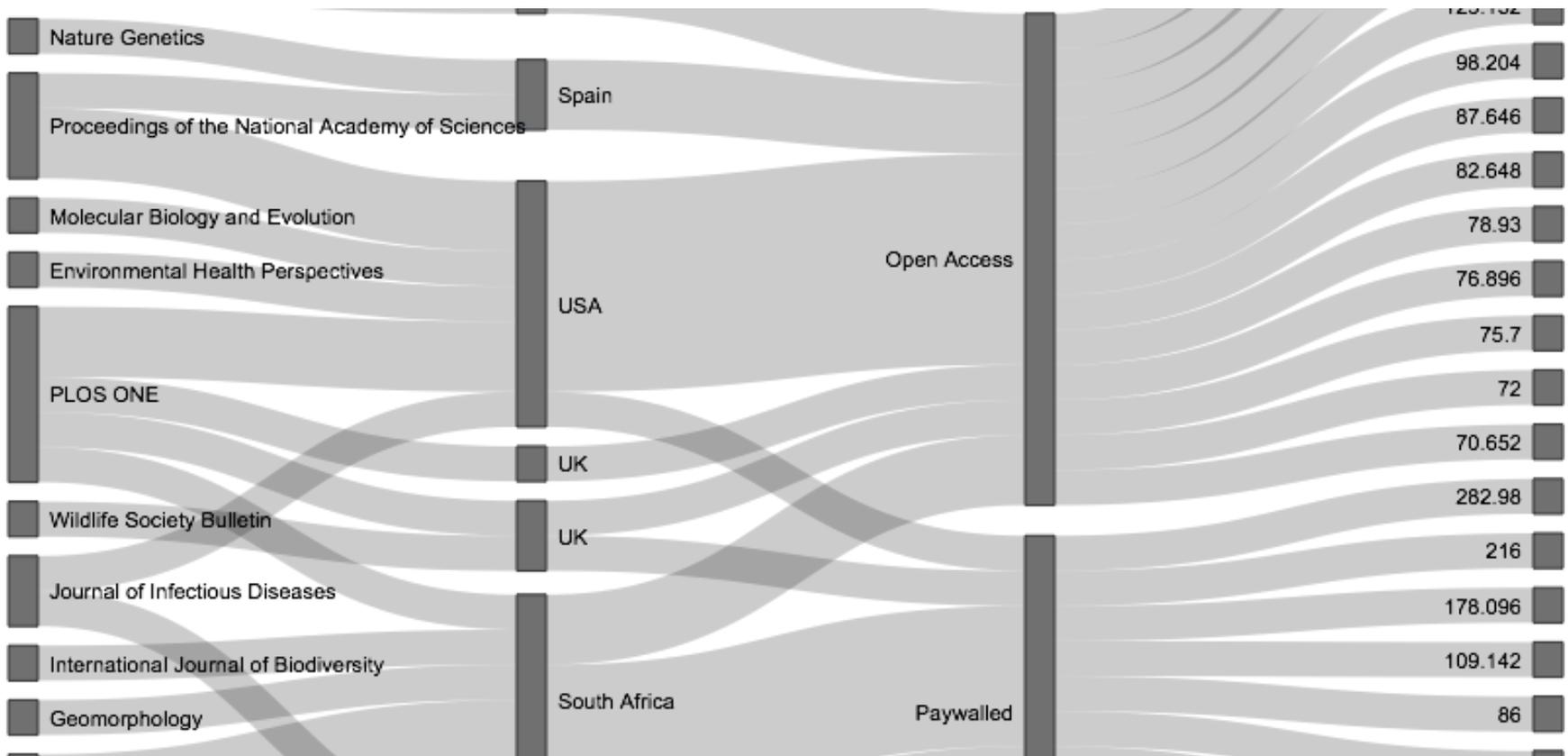
In this [Fieldwork](#) post for [Altmetric](#) I take a quick look at the concept of digital opportunity, some research on the uptake of information and communication technologies (ICTs) in Africa and Altmetric details of two articles on Africa we located through the [Altmetric Explorer](#).

Digital Opportunity and Digital Divides

<http://www.altmetric.com/blog/altmetrics-digital-opportunity-africa/>



The Flow of Access





“Do Altmetrics Work?” (Thelwall et al 2013)

“Statistically significant associations were found between higher metric scores and higher citations for articles with positive altmetric scores in all cases with sufficient evidence (Twitter, Facebook wall posts, research highlights, blogs, mainstream media and forums) except perhaps for Google+ posts.

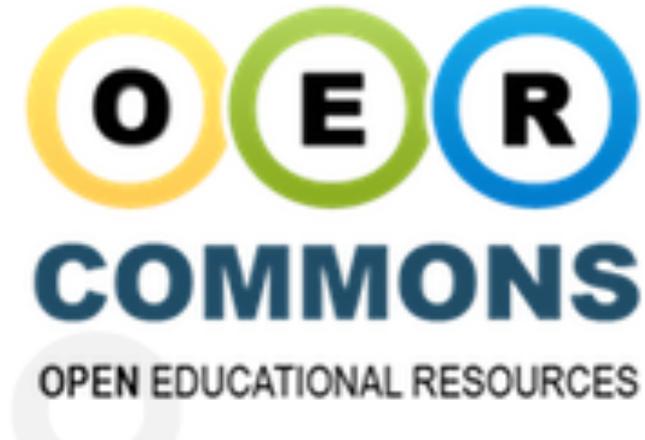
The coverage of all the altmetrics except for Twitter seems to be low and so it is not clear if they are prevalent enough to be useful in practice.”

Thelwall M, Haustein S, Larivière V, Sugimoto CR (2013) Do Altmetrics Work? Twitter and Ten Other Social Web Services. PLoS ONE 8(5): e64841. doi:10.1371/journal.pone.0064841



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<http://creativecommons.org/>

<http://www.oercommons.org/>



Social-Media Friendly Content

- Provide unique pages for each piece of content.
- Avoid making people download. If you require people to download the content and for it to open outside of a web browser, then fewer people will read it. Search engines are less likely to index the content. People are less likely to click to download.
- Consider using an Open license for your content. Apart from providing certainty to people who wish to share your content that this is permissible, you send a message that your agency understands openness.



Tell the World!

- Contacting prominent organisations or individuals who work/are interested in this area
 - Contacting relevant mailing lists or social networking groups
 - Directly contacting prospective users who you know may be interested in your research
- Post in other people's or agencies blogs, cross-post; multi-author blogs have a larger audience than single-author ones. If it doesn't exist, set it up yourself.
- Example: HASTAC <http://www.hastac.org>



Open Infrastructure

- Open Journal Systems (Public Knowledge Project) <http://pkpschool.sfu.ca/>
- CrossRef <http://www.crossref.org/>
- ORCID <http://orcid.org/>
- Open Metadata Standards
[Journal Article Tag Suite \(JATS\)](#)
- XML, articles typeset for Web and PDF (or print)
- We are moving beyond the PDF



Reducing the Friction

- CC-BY Licenses allow metadata *and* content sharing
- Enhancing collaboration via discoverability and sharing
- Online social networking part of the research process
- Literature reviews and bibliographies done online, export functions in different formats
- Closed formats and lack of metadata 'break' the scholarly Web



Tips: Visibility

- Creating your own content puts you more in control
- Think about metadata and search terms to enhance serendipity
- Link to authority sites and have them link to you
- (social networking platforms, public bodies such as universities) and link your social media platforms
- Complete profiles as much as possible e.g. on LinkedIn
- Collate your identity – consistent username and avatar, Google Profile, Google Scholar profile, ORCID, ResearcherID



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Information, Education: Open Learning



LEARN ANYTHING
WITH YOUR PEERS
ONLINE AND TOTALLY FREE

P2PU



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The Comics Grid: Journal of Comics Scholarship



]u[ubiquity press
open scholarship



Further Resources

- Twitter Help Center <https://support.twitter.com/>
- The Official Twitter Blog <https://blog.twitter.com/>
- Twitter Developers <https://dev.twitter.com/>
 - API Documentation: <https://dev.twitter.com/docs>
- University of Cambridge Digital Humanities Network
<http://www.digitalhumanities.cam.ac.uk/training/external>
- University of Cape Town OpenUCT Initiative Academics' online presence guidelines
<http://openuct.uct.ac.za/article/academics-online-presence-guidelines>



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<http://dx.doi.org/10.6084/m9.figshare.931745> (2014).

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