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100

1918 · 2018

forward together · saam vorentoe · masiye pbambili

Enhance your online identity and impact as a researcher: ORCID and beyond

Marié Roux

Manager: Research Impact and Research Commons

I. INTRODUCTION

- **Why and how do we measure research impact?**
- **How do you increase impact by your online presence and identity as a researcher?**

Content

1. All about citations / metrics
2. Researcher identifiers
3. Open Access
4. Social media and networking
5. Library guides and workshops



- Until a few years ago universities measured their research endeavour primarily by number of publications
- Particularly the focus was also on the **impact factors** of the journals in which they were publishing
- Increasingly however research performance is being measured by looking at the number of citations per article
- This is because the number of times that a publication is cited, is regarded as a measure of the value (or impact) of the publication
- The increased use of social media make it important to consider altmetrics too

I. IT'S ALL ABOUT CITATIONS

- What is citation analysis?
- Overview of citation tools
- Altmetrics
- How to increase your citations
- Limitations of citation analysis



What is citation analysis?

Citation analysis is a way of measuring the impact of an author, an article or a publication, by counting the number of times that author, article or publication has been cited by other works.

Overview of citation tools

Scopus | Web of Science | Google Scholar citations

Strauss, Erick

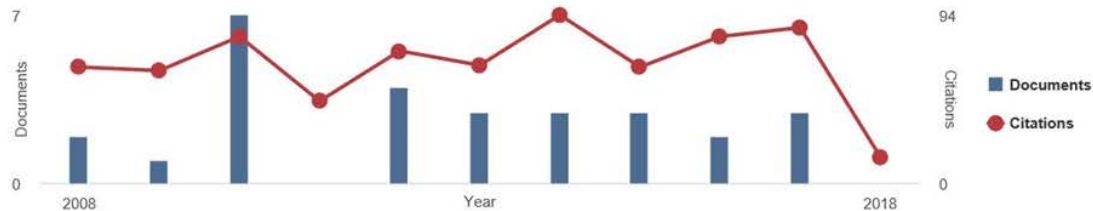
Universiteit Stellenbosch, Department of Biochemistry,
Stellenbosch, South Africa
Author ID: 35566168500

 <http://orcid.org/0000-0002-9898-8226>

Other name formats: Strauss, E.

Subject area: [Biochemistry, Genetics and Molecular Biology](#) [Chemistry](#) [Pharmacology, Toxicology and Pharmaceutics](#) [Medicine](#) [Chemical Engineering](#)
[Immunology and Microbiology](#) [Agricultural and Biological Sciences](#) [Multidisciplinary](#)

Document and citation trends:



 Get citation alerts  Add to ORCID  Request author detail corrections

[Follow this Author](#)

[View potential author matches](#)

h-index: 

[View *h*-graph](#)

16

Documents by author

42

[Analyze author output](#)

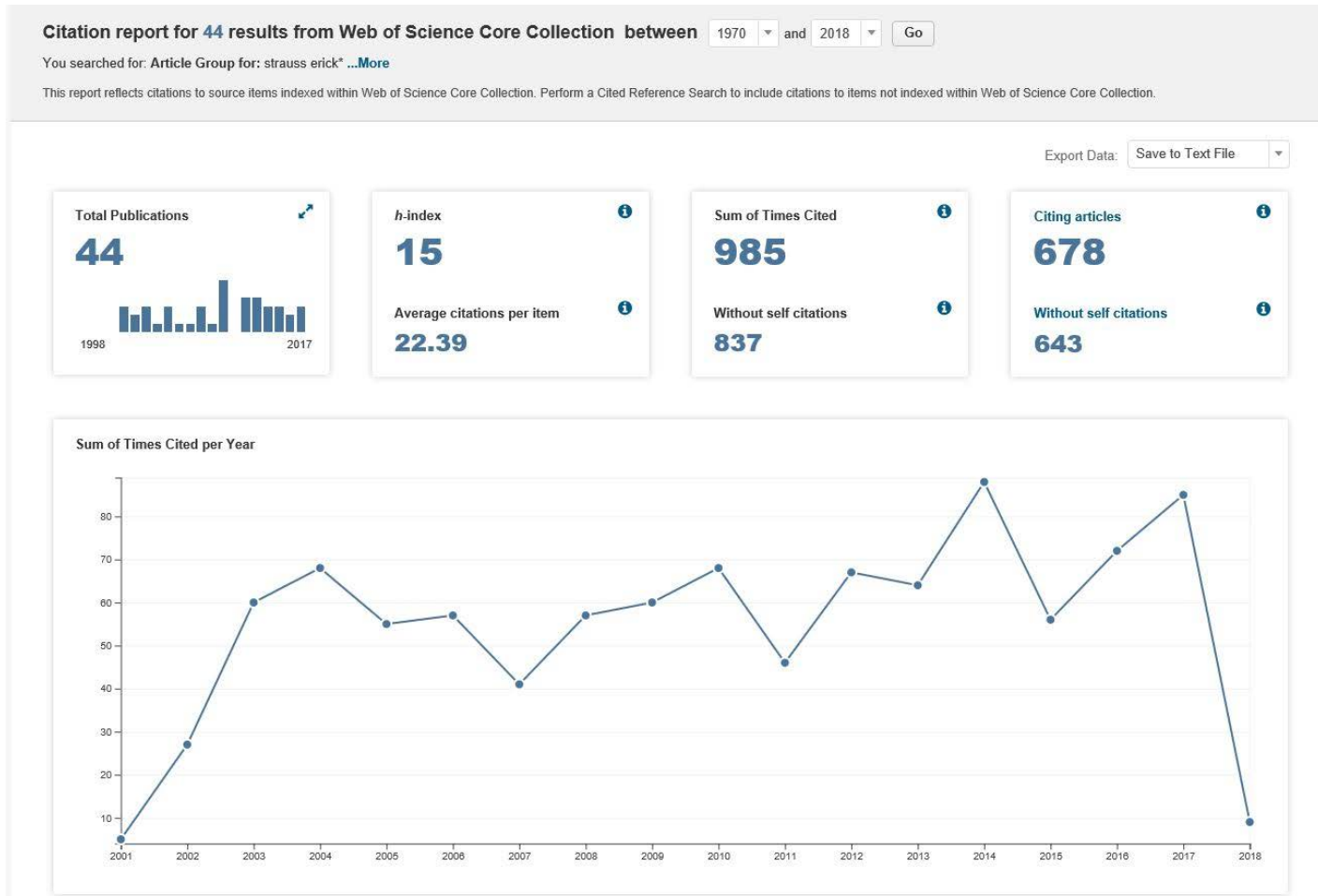
Total citations

1079 by 724 documents

[View citation overview](#)

Overview of citation tools

Scopus | Web of Science | Google Scholar citations



Overview of citation tools

Scopus | Web of Science | Google Scholar citations

To use Google Scholar's citation information, you have to create a Google Scholar profile

Google Scholar will collect your articles and create a profile page automatically

The profile page lists your articles and citations and creates an h-index for you based on the data in Google Scholar



Erick Strauss

Professor of Biochemistry, Stellenbosch University (South Africa)
Verified email at sun.ac.za

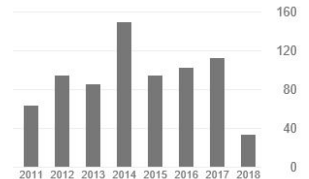
Mechanistic enzymology Coenzyme A biosynthesis... Antimicrobial drug design

FOLLOW

GET MY OWN PROFILE

TITLE	CITED BY	YEAR
Top down characterization of larger proteins (45 kDa) by electron capture dissociation mass spectrometry Y Ge, BG Lawhorn, M ElNaggar, E Strauss, JH Park, TP Begley, ... Journal of the American Chemical Society 124 (4), 672-678	383	2002
The biosynthesis of coenzyme A in bacteria TP Begley, C Kinsland, E Strauss Vitamins & Hormones 61, 157-171	161	2001
The antibiotic activity of N-pentylpantothenamide results from its conversion to ethyldethia-coenzyme A, a coenzyme A antimetabolite E Strauss, TP Begley Journal of Biological Chemistry 277 (50), 48205-48209	114	2002
Phosphopantothenoylcysteine synthetase from Escherichia coli Identification and characterization of the last unidentified coenzyme A biosynthetic enzyme in bacteria E Strauss, C Kinsland, Y Ge, FW McLafferty, TP Begley Journal of Biological Chemistry 276 (17), 13513-13516	92	2001
Functional copper at the acetyl-CoA synthase active site J Seravalli, W Gu, A Tam, E Strauss, TP Begley, SP Cramer, ... Proceedings of the National Academy of Sciences 100 (7), 3689-3694	76	2003
Characterization of a new pantothenate kinase isoform from Helicobacter pylori LA Brand, E Strauss Journal of Biological Chemistry 280 (21), 20185-20188	57	2005
Pantothenamides are potent, on-target inhibitors of Plasmodium falciparum growth when serum pantetheinase is inactivated C Spry, C Macuamule, Z Lin, KG Virga, RE Lee, E Strauss, KJ Saliba PLoS one 8 (2), e54974	41	2013
Crystal structure of a type III pantothenate kinase: insight into the mechanism of an essential coenzyme A biosynthetic enzyme universally distributed in bacteria	40	2006

Cited by	VIEW ALL	
	All	Since 2013
Citations	1415	575
h-index	18	14
i10-index	27	22



Co-authors	
Kevin J Saliba Associate Professor, Medical Sc...	>
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J. Albert Abrie Postdoctoral fellow, Institute of In...	>
Snoep JL Stellenbosch University; Manche...	>

Altmetrics

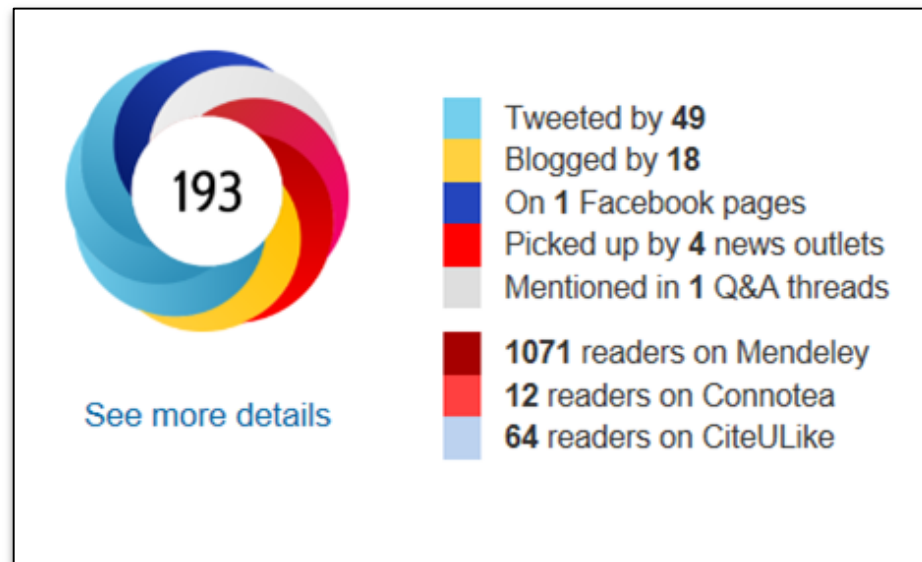
- Measures a variety of research outputs: datasets, software, posters, slides, videos, websites and news articles
- Impact is measured by: number of tweets, bookmarks, Likes on Facebook, blog posts, media mentions, etc.
- Altmetrics tracks how many times the outputs have been viewed, downloaded, cited, reused/adapted, shared, bookmarked, or commented upon
- **Altmetric tools:** Altmetric (altmetric.com) collects and analyses posts about articles and datasets; ImpactStory is an aggregator of impact for articles, datasets, blog posts, software, etc.; Plum Analytics

Altmetrics examples

Altmetric donut

- Badge can be embedded
- Add “Altmetric it” bookmarklet to browser toolbar

<https://www.altmetric.com/>



Altmetrics examples

Plum Analytics in Scopus / Ebsco

Free altmetrics: <https://plu.mx/a/?doi=>

Example:

<https://plu.mx/a/?doi=10.1177/0961000616657406>

The screenshot shows the EBSCOhost search interface. The search results for the article "Positionality at the Center: Constructing an Epistemological and Methodological Approach for a Western Feminist Candidate Conducting Research in the Postcolonial" are displayed. The PlumX Metrics report is highlighted, showing the following data:

Category	Value
Usage	
Abstract Views	622
Full Text Views	493
Link-outs	17
Captures	
Exports-Saves	50
Readers	23
Citations	
Citation Indexes	2

Additional information shown includes the article title, authors (Vanner, Catherine), source (International Journal of Qualitative Methods), and keywords (critical research, epistemology, ethics, positionality, postcolonial contexts, Western feminism).

The PlumX Metrics report for the article "Positionality at the Center: Constructing an Epistemological and Methodological Approach for a Western Feminist Candidate Conducting Research in the Postcolonial" is displayed. The report shows the following data:

Category	Value
Metrics	
Citations in Scopus	23
88th Percentile	
Field-Weighted Citation Impact	2.56
PlumX Metrics	
Usage, Captures, Mentions, Social Media and Citations beyond Scopus.	
Usage	
Abstract Views	17
HTML Views	2669
PDF Views	535
Captures	
Exports-Saves	5
Readers	18
Mentions	
News Mentions	2
Social Media	
Tweets	6

I. IT'S ALL ABOUT CITATIONS

How to increase your citations

- Write a good paper!
- Choose a good journal
- Choose a good article title
- Use a lot of references
- Promote your work at conferences and on social media
- Use a standardised institutional affiliation and address, using no abbreviations
- Assign keyword terms to the manuscript
- Team-authored articles get cited more

I. IT'S ALL ABOUT CITATIONS

How to increase your citations (2)

- Self-archive articles
- Open Access (OA) increases citation rate
- Write review articles
- Contribute to Wikipedia
- Join academic social networking sites
- Share detailed research data
- Create an online CV
- Make a podcast about your research

Limitations of citation analysis

- Papers are cited for a variety of reasons, some of which are not related to the value of the research
- Citation analysis relies heavily on journal content. However many subject areas prefer to publish books and are therefore not well represented in citation indexes.
- Indicators should be a means to an end not an end in itself
- Triangulate – Metrics plus peer-review / expert opinion
- Use indicators in combination (never rely on one indicator)
- Avoid the perversion of the science process, use metrics responsibly
- Guard against “publication obesity”

2. RESEARCHER IDENTIFIERS

- ORCID
- Scopus Author Identifier
- Google Scholar profile / citations
- ResearcherID

How can ORCID benefit me?

- As a researcher you want to be read, acknowledged, and cited - ORCID improve the visibility of your work.
- Researchers want to spend their time on research, not reporting – ORCID allows you to enter your biographical details and works only once and it could then be reused by other research information systems, publishers, funders. You could also allow publishers, institutions (such as Stellenbosch University) and databases to use your ORCID information and to update automatically.
- Name ambiguity is a fundamental issue for researchers. Ambiguity may be the result of a common name, by a person with several language variants of their name, or by variations in how name information is collected. By creating your ORCID iD this issue will be resolved.
- To support discoverability, we need to connect information across databases, disciplines and organisations.
- National funding agencies are using ORCID in their grants management systems including the NRF.
- **READ THE NRF ORCID STATEMENT (7 April 2017)**

NRF ORCID Statement

The NRF requires that all researchers and students applying for funding and rating at the NRF have an ORCID* identifier.

The NRF is in the process of integrating the ORCID identifier into all application and grant management business processes and systems and will allow researchers to include their ORCID identifier when updating their CVs. The NRF is also considering the downstream integration benefits to both researchers and the NRF including automated processes for uploading research output records into a researcher's profile and annual research reports.


A unique identifier, as provided by ORCID and which researchers can associate with their name variations and their research works, is a way to ensure that these links can be made accurately and reliably. This will help researchers to uniquely identify themselves as the author of their work across all systems integrated with the ORCID registry.

The NRF membership of ORCID ensures that researchers and their institutions will benefit from access to and integration with the ORCID registry, including setting up and maintaining disambiguated records for all researchers and linking these to their publications and other research outputs, leading, in turn, to a simpler, more reliable evaluation process.

What are the benefits of connecting your ORCID iD to your SU identity?

- Your ORCID iD should simplify your life as a researcher by connecting it with institutional systems which will re-use already available information for publication data management and reporting.
- By connecting your ORCID iD to your SU identity will for the moment only store access to your ORCID iD for the University to use in future integrations with ORCID.
- The next phase of the ORCID implementation will most probably include integrations with the Institutional Repository, SUNScholar, the Open Access scholarly journals hosted by Stellenbosch University, SUNJournals and maybe also the SU Knowledge Directory. These steps are currently in a planning phase.

Stand out in the sea of researchers













**Mark Burnley**
@DrMarkBurnley

Follow

"I'm the 38th author..."
"Wow, that sucks."
"I hadn't finished. I'm the 38th author called 'Wang'."
"Oh."
ncbi.nlm.nih.gov/pubmed/26799652
2:47 pm - 8 Feb 2016

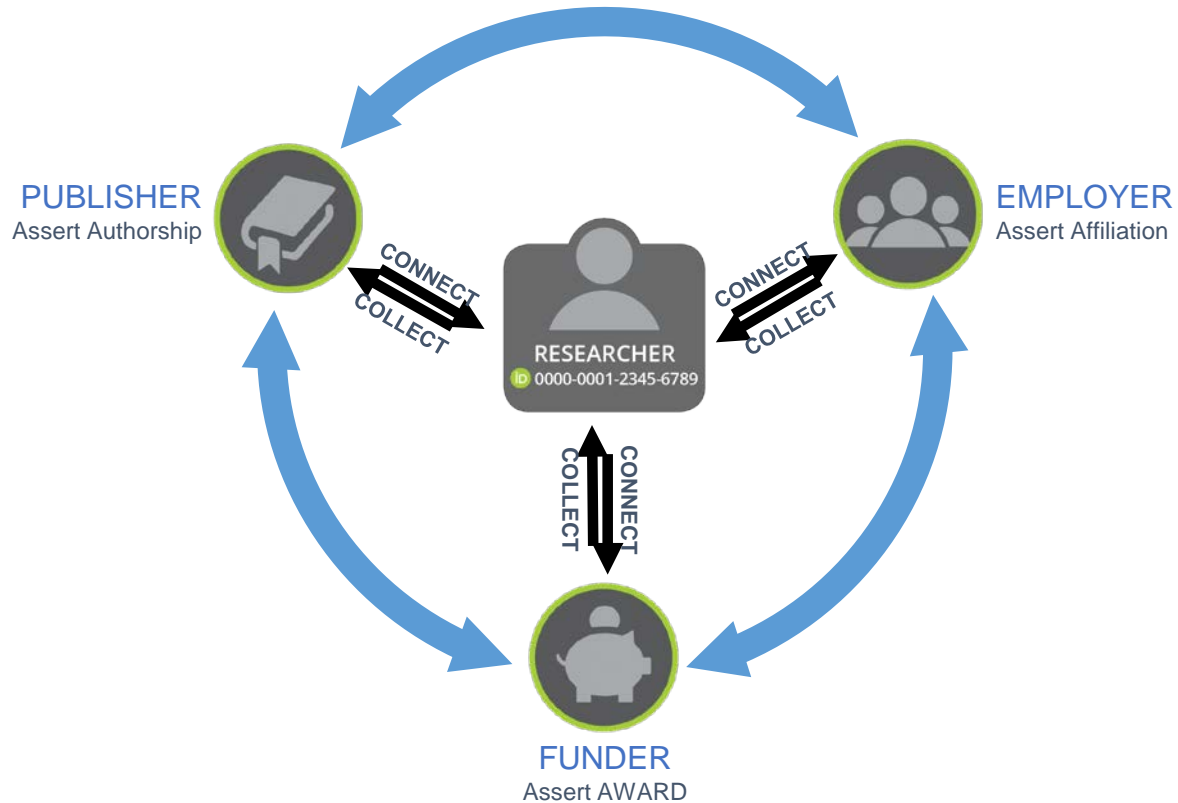
Vyas JM, Waeber C, Walker CL, Walker MJ, Walter J, Wan L, Wan X, Wang B, Wang C, Wang CY, Wang C, Wang C, Wang C, Wang D, Wang F, Wang F, Wang G, Wang HJ, Wang H, Wang HG, Wang H, Wang HD, Wang J, Wang J, Wang M, Wang MQ, Wang PY, Wang P, Wang RC, Wang S, Wang TF, Wang X, Wang XJ, Wang XW, Wang X, Wang X, Wang Y, Wang Y, Wang Y, Wang YJ, Wang Y, Wang Y, Wang YT, Wang Y, Wang ZN, Wappner P, Ward C, Ward DM, Warnes G,

The Scholarly Commons - principles and practices to guide research communication

 Jeroen Bosman,  Ian Bruno,  Chris Chapman,  Bastian Greshake Tzovaras,  Nate Jacobs,  Bianca Kramer,  Maryann Martone,  Fiona Murphy,  Daniel Paul O'Donnell,  Michael Bar-Sinai,  Stephanie Hagstrom,  Josh Utley, Lusie Veksler

<http://orcid.org/0000-0002-7049-0610>

Connect your ORCID iD



Create and or connect your ORCID iD with Stellenbosch University

Follow the link from the ORCID Library guide:

<http://libguides.sun.ac.za/ORCID>
(*please use your sun.ac.za e-mail address*)

This will allow you to connect your iD to SU, it will also allow SU to store an access token to your ORCID record for future use in other integrations to follow.

How to populate your ORCID record

See the Library guide (About ORCID):

<http://libguides.sun.ac.za/ORCID>

Update your personal information

- Add education and employment information
- Go to “Account settings” to add an e-mail address, edit privacy settings, trusted organisations, or add a trusted individual

Add your publications

- From *Add works* click on the dropdown menu *Search and link* to connect to a number of databases, e.g. **ResearcherID** (Web of Science), **Scopus**, **CrossRef**, etc.
- Click on the title of the database you wish to import from and click *Authorise*. Follow the instructions for each wizard.
- To export from **Google Scholar** to ORCID: Export your publications list to BibTeX and import the BibTeX file into ORCID.
- Click on *Add work manually* if you have to add any other publications that are not captured in these linked databases.



Other researcher identifiers

Google Scholar profile

- unified list of publications
- must be public



Researcher ID

- Web of Science
- register

RESEARCHERID

Scopus ID


- automatically added when publishing
- make sure that various names are consolidated



3. Open Access Publishing

Institutional repository (SUNScholar): Peer-reviewed research output: theses, dissertations, articles, conference proceedings

Trend	Collaboration	Value
Making own content available Retrospective digitisation	Metadata librarians Faculty librarians Division of Research Development	Enhances visibility of SU research output Access to content empowers research and teaching & learning at institution



Policy on self-archiving of research output

AIMS

- Increase access to SU research output
- Increase visibility of research publications
- Create quality metadata to enhance visibility
- Ensure preservation of research output
- Contribute to the body of research content available through OA

4. SOCIAL MEDIA AND NETWORKING



- Academic social networking
- Social media (Facebook, Twitter)
- Kudos - <https://www.growkudos.com/>
- Slideshare - <https://www.slideshare.net/>
- Blogger/Wordpress
- Institutional / Departmental website
- Personal website

Academic Social Networking

Enhance your research network through the creation of profiles, sharing of papers and engaging with others in your field

- Research Gate
- Academia.edu
- Social Science Research Network
- Mendeley





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Connect

OVERVIEW

CONTRIBUTIONS

INFO

STATS

38

PUBLICATIONS

1.39k

Reads

879

Citations

194.90

Impact Points

View stats



Stellenbosch University
Department of Biochemistry
Stellenbosch, Western Cape, South Africa

FEATURED PUBLICATIONS

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Source

Article: Complex stability and dynamic subunit interchange modulates the disparate activities of the yeast moonlighting proteins Hal3 and Vhs3

Albert Abrie · Cristina Molero · Joaquín Ariño · Erick Strauss

21

Reads

0

Citations

Article: Metabolism: Jump-starting CoA biosynthesis

Marianne De Villiers · Erick Strauss

SKILLS AND EXPERTISE (6)

View all

Enzymology

High-Throughput

Proteins

Enzymes

Biochemistry

Chemical Biology

TOP CO-AUTHORS

View all



Marianne De Villiers (10)
Stellenbosch University



Albert Abrie (4)
Kapa Biosystems, Inc.

https://www.researchgate.net/profile/Erick_Strauss


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Marie



John Measey

Dr

Senior Researcher

Universiteit Stellenbosch

23

h-index

1820

Citations

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Other IDs

orcid.org/0000-0001-9939-7615

Scopus

Author ID: 51461800200

Research interests

conservation

evolution

herpetology

invasion biology

Publications (132)

A framework for engaging stakeholders on the management of alien species

 Novoa A, Shackleton R, Canavan S et al. [See more](#)
Journal of Environmental Management (2018) 205 286-297

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 44
Readers

 3
Citations

Extreme climate-induced life-history plasticity in an Amphibian

 Becker F, Tolley K, Measey G et al. [See more](#)
American Naturalist (2018) 191(2)

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 16
Readers

 0
Citations

Social Media

Successfully used by Researchers to
communicate their research



Used for information dissemination



Increase your impact - altmetrics



10 ways researchers can use Twitter

1. Join the research community on Twitter, i.e. #phdchat – doctoral research community
2. Share your research and publications
3. Interact with the ‘outside world’. Follow other researchers, companies and conferences
4. Get answers to your research related questions
5. Network, meet people with similar interests, recruit research participants

10 ways researchers can use Twitter



6. Share your experiences, whether it is research related or otherwise.
7. Keep tabs on your competition
8. Collaborate! Unsure what to do? Just ask
9. Keep up-to-date with research by following people with similar interests to you
10. Follow conferences you cannot attend

Using hashtags on Twitter

A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

Using hashtags to categorize Tweets by keyword:

- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.
- Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.
- Hashtags can be included anywhere in a Tweet.
- Hashtagged words that become very popular are often [Trending Topics](#).

Example of a Tweet with a hashtag:

<https://support.twitter.com/articles/49309>



Twitter Support ✓
@TwitterSupport

 Follow

Have more than one Twitter account? You can toggle between them on your app! 📱 Just follow these handy [#TwitterTips](#):
support.twitter.com/articles/20169...

7:00 PM - May 12, 2016

Other tools

There are other tools available to assist with the dissemination of scholarly output to increase visibility

- Kudos - <https://www.growkudos.com/>
- Slideshare - <https://www.slideshare.net/>
- Blogger/Wordpress
- Institutional / Departmental website
- Personal website



Congratulations! Your registration has been successful. Follow the steps below to claim your publications, in order to begin increasing their reach and impact.

Find your publications and add them to your account in order to begin increasing their reach and impact.

Over time, you can add anything you have published that has a CrossRef DOI; for now, we suggest you add just one publication to your account and focus on explaining and sharing that. Once you have achieved your first success with Kudos, you can come back and add more publications!

1. Use the Kudos search

Search for your publications by typing the DOI (Digital Object Identifier) associated with your research if you know it, or type some words from the article title or book title and an author first and last name.

[Find my publications](#)

2. Import your publication list from ORCID®

What is ORCID®? For further information on the benefits of connecting your ORCID® ID to your Kudos account see our [FAQs](#) page.

 Create or Connect your ORCID ID

Partners



Author Dashboard

See how your work is currently performing

Not happy? **Improve** your metrics
Click on an article title to get started

“

I have found Kudos really useful. It not only helps me improve the visibility of my papers, by highlighting them to my social network, but also provides a way of widening the audience for the work by linking a lay summary of the work to the paper.”

Professor Philip Gale, Chemistry, University of Southampton, UK

Click column headings to sort

My research			My shares				My metrics ?					My citations ?	
Publication	Published	Explained	Twitter	LinkedIn	Facebook	Other	Share referrals	Kudos views	Click throughs	Full text downloads	Altmetric score	Crossref Citations*	More details...
-	-	-	-	-	-	-	-	-	-	-	-	-	-
ADD PUBLICATIONS		Totals:	0	0	0	0	0	0	0	0	0	0	

IMPROVE MY RESULTS

*Citation data provided by Crossref.org. Kudos is pleased to be partnering with Crossref. For more information read the FAQs [here](#).

Marié Roux



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16 Followers
1 Clipboard

- Cape Town Area, South Africa, South Africa
- Manager: Research Support and Research Commons at Stellenbosch University Library and Information Service
- LinkedIn

Marié Roux

Embed

Presentations 1



John Measey, Centre for Invasion Biology

<http://john.measey.com/Blog>


MeaseyLabs

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Marike defending her MSc thesis

29 March 2018  John M

Marike defends her MSc thesis

It's another big day in the MeaseyLab as Marike Louw defends her MSc thesis:



Archive

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August 2017	3
July 2017	5
June 2017	3
May 2017	5
April 2017	5
March 2017	9
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January 2017	10

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Tim Noakes



Anusuya Chinsamy-Turan
[Article](#)



Nox Makunga



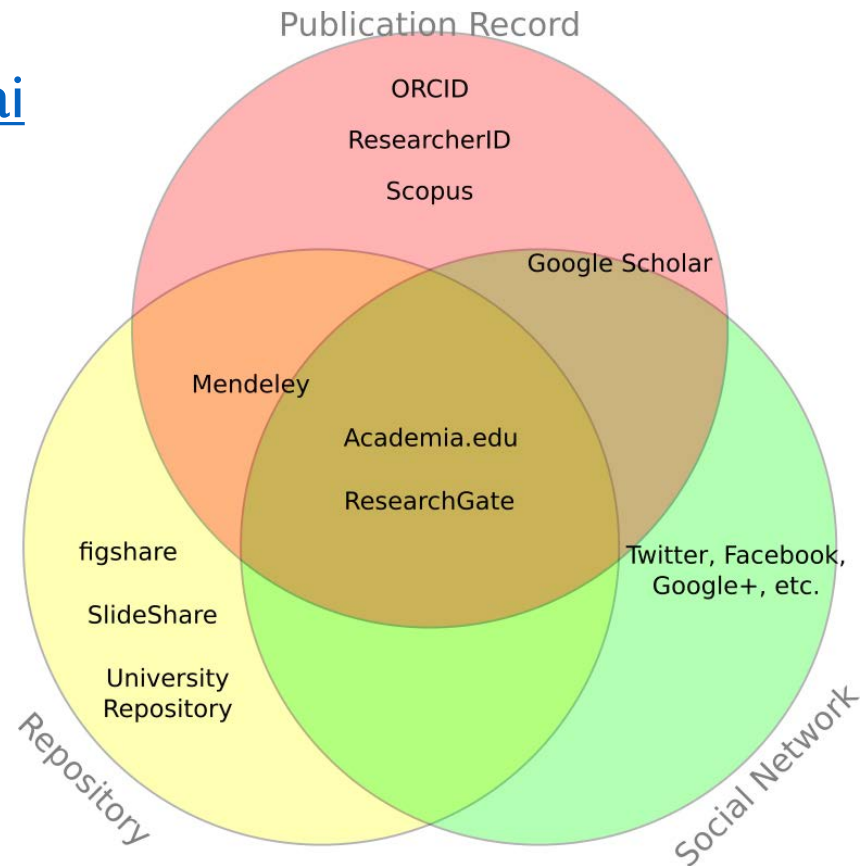
Laura van Laeren

Example - researcher's online identity

[Raymond Johnson](#)

<http://blog.mathed.net/2016/03/maintaining-online-scholarly-identity.html?m=1>

By going with an ORCID + figshare + Twitter/Google+ combination I feel like I'm getting (and retaining) more value than I would with a single service like ResearchGate.



5. LIBRARY GUIDES AND WORKSHOPS



- Making important decisions about publishing your research (25 Sept)
- Managing your unique author iD with ORCID (7 Aug, 19 Oct)
- Tracking and enhancing your research footprint (citations) (28 Aug)
- The benefits of Open Access publishing for researchers (30 Aug)
- Enhancing the visibility of your research output through self-archiving (18 Sept)
- Submitting your thesis/dissertation to SUNScholar (Oct, Nov). [Register via the library's training calendar](#)

Library guides on similar topics

<http://library.sun.ac.za>

- Library Guides
- By Type
- Research Support Guides

THANK YOU!