Building Your Scholarly Identity with Social Media: An Introduction

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Hi!

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Agenda

→ What this talk is (and is not)
→ What is a scholarly identity?
→ Social media as a scholarly tool
→ How scholars use social media
→ Tools overview
→ Measuring your impact
→ Privacy and social media
Expectations
What is a scholarly identity?

Why does your scholarly identity matter?
Some Scholarly Identity Tools

- University websites, etc.
- ORCID
- Website/Blog
- Social Media
Scholarly Identity

Social Media
- Informal Conversation with community
- Event Interactivity

Website / Blog
- Informal Publishing
- Working in the Open
- Unfettered Self-Presentation
- Ability to include any kind of content

Identifiers

In-Between Tools
- Social Media tools that are primarily a more static website-like presence (eg. LinkedIn vs. Twitter)
- Scholar-Specific tools like ResearchGate

Local

Global
- eg. ORCID and ISNI
- Name disambiguation
- Rights Management
- Digital Supply Chain

Institution Provided
- Faculty identity page
- Institution and department based disambiguation
- Maybe global ID
- Internal Identifier
- Universal login as identifier

Created by Eka Grguric, McGill University Library
What is your goal? Which tool helps you meet that goal?

Some suggested affordances

- Dissemination (Twitter, Slideshare, Academia)
- Sharing (Slideshare, Google+, Academia)
- Marketing (Blogging, Slideshare, Twitter)
- Collaborating (Academia, Mendeley, Research Gate, Google Drive)
- Impact Assessment (Google Scholar, Impact Story, Academia.edu)
Social Media & Scholarly Identity
Social Media Building Blocks and Their Implications

Why do scholars use it?
Is that all you've published?

#RuinADateWithAnAcademicInFiveWords

7:24 PM - 14 Jan 2015
HASHTAGS

#ICanHazPDF
#PrePrint
#OpenScience
@TigNotaro

Instagram: no fights
Facebook: fight with your friends
Twitter: fight with the president of the World Health Organization

2:19 PM - 27 Mar 2018
Here is an article about scholarly identity.

How to Curate Your Digital Identity as an Academic
Advice if you don’t manage your online presence, you are allowing search engines to create it for you Careers in Academe In this issue, you’ll find practical guidance on managing your digital identity as an academic, getting published, becoming an effective dean, and more.
THE CHRONICLE OF HIGHER EDUCATION

[Video: Electronic Theses and Dissertations 2014]
Tie it Together

about.me
Ryan Freitas
Interaction Designer & Entrepreneur

Ryan Freitas is the Co-founder of about.me (launching soon). He is also the founder and principal strategist at Second Verse, a consultancy that provides product design and strategy services for startups. He lives in San Francisco with his wife Kristen.
AYLA STEIN
Librarian in Champaign, Illinois

View my portfolio

Metadata Librarian at the University of Illinois.

#metadata #datacuration #datamanagement #libraryscience #informationscience
Analytics
Ethan White
University of Florida Associate Professor

ACHIEVEMENTS

- **Open Access** Top 10%
  91% of your research is free to read online. This level of availability puts you in the top 3% of researchers.

- **Wikitastic** Top 10%
  Your research is mentioned in 7 Wikipedia articles! Only 5% of researchers are this highly cited in Wikipedia.

- **Greatest Hit** Top 10%
  Your top publication has been saved and shared over 2,650 thousand times. Only 1% of researchers get this much attention on a publication.

TIMELINE

- 5013 Online mentions over 1 year
  4.7k 138 128 42 10 8 7 7 1

PUBLICATIONS

- **Best Practices for Scientific Computing**
  2014
  2650

- **The Case for Open Preprints in Biology**
  2013
  531

- **Elevating The Status of Code in Ecology**
  2016
  172
Is volunteering a public health intervention? A systematic review and meta-analysis of the health and survival of volunteers

Overview of attention for article published in BMC Public Health, January 2013

<table>
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<tr>
<th>SUMMARY</th>
<th>News</th>
<th>Blogs</th>
<th>Policy documents</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Google+</th>
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<td>Is volunteering a public health intervention? A systematic review and meta-analysis of the health and survival of volunteers</td>
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**Twitter Demographics**

The data shown below were collected from the profiles of 176 tweeters who shared this article. Click here to find out more about how the information was compiled.
Twitter Analytics:
Find, Analyze, and Optimize for Social Growth

Followerwonk helps you explore and grow your social graph.

- Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
- Find and connect with new influencers in your niche.
- Use super-actionable visualizations to compare your social graph to others.
- Easily share your reports with the world.

Compare the followers of any 2-3 users to find overlaps and new audiences
Analysis of ncsulibraries's Twitter followers

We segment these users into a number of psychographic segments:
including gender, location, Twitter activity, and more.
Next to each chart, you will find links that allow you to explore specific
users in each segment. You can further sort these pop-up lists of users
by follower count, tweet count, and so on.
Sample size: 2,922 followers of ncsulibraries — view all —

Mapped locations of ncsulibraries's followers

Using the location field in Twitter accounts, we try to approximate the geographic location of up
to 5,000 users and map them for you. This is an inexact procedure and so some points may be
mapped incorrectly.

NCSU Libraries
Raleigh, NC
Social Authority:
Followers: 2,922
Days on: 2,447
Retweets: 48.5%
@Locations: 19.5%
URL信念: 30.5%
The Libraries: NC State's competitive
advantage. #HuntLibrary #OHII Ask Us!
https://ncsu.edu/AMCo/NLIIglb
Rncsu.edu
Comparison of followers of beastlibrarian & egrguric & tceles_B_hsup

- 1,165 followers of beastlibrarian
- 450 followers of egrguric
- 231 followers of tceles_B_hsup

- 1,072 (83.5%) followers only of beastlibrarian
- 337 (26.0%) followers only of egrguric
- 180 (14.7%) followers only of tceles_B_hsup
- 49 (3.8%) followers only of beastlibrarian & egrguric
- 26 (2.0%) followers only of beastlibrarian & tceles_B_hsup
- 7 (0.5%) followers only of egrguric & tceles_B_hsup
- 18 (1.4%) followers of all three

Combined total followers: 1,689

- madison
  - Social Authority: 49
  - Followers: 1,165
  - Days on: 1,293

- Eka
  - Social Authority: 31
  - Followers: 430
  - Days on: 1,240

- Will Cross
  - Social Authority: 50
  - Followers: 231
  - Days on: 1,020

Bar charts showing days on Twitter, average followers per day, total tweets, and average tweets per week for each individual.
Downsides?
Digital Safety + Privacy
University of Illinois censured after professor loses job over tweets critical of Israel

Social Media Posts Now Fair Game in Security Clearance Process
Wall Street Journal - May 13, 2016
The Office of the Director of National Intelligence, which plays a central role in setting the guidelines for government security clearances, said Friday the new policy would be adopted soon, with certain limitations. “Social media has become an ...
## Your Ad Preferences

We show you ads based on things we think you care about. Your preferences include information from your profile as well as actions you take on and off Facebook. Add or remove preferences to see ads you'll find relevant. Learn more.

<table>
<thead>
<tr>
<th>Preference</th>
<th>Count</th>
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<td>Business and Industry</td>
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<tr>
<td>Travel, Places and Events</td>
<td>27</td>
</tr>
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[https://www.facebook.com/ads/preferences](https://www.facebook.com/ads/preferences)
Digital Safety & Privacy Links

➔ UW Libraries Guide: https://guides.lib.uw.edu/privacy
➔ Electronic Frontier Foundation: https://www.eff.org/pages/tools
➔ Library Freedom Project:
  https://libraryfreedomproject.org/resources-01/onlineprivacybasics
➔ Oliver Bateman, The Young Academic Twitter Conundrum, 2017. The Atlantic.
  https://www.theatlantic.com/education/archive/2017/05/the-young-academics-twitter-conundrum/525924/
➔ Maria Helen Murphy, “The Views Expressed Represent Mine Alone: Academic Freedom and Social Media”, (2014) 11:3 SCRIPTed 210
  http://script-ed.org/?p=1661
➔ UW Libraries Work in Progress - Digital Safety for Open Researchers:
  https://github.com/beastlibrarian/Digital-Safety-for-Open-Researchers
THANKS!

Any questions?
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- @beastlibrarian