Manage your Academic Identity!
Increase the visibility of your research!
Learning aims:

After this session:

- You will know why you need an academic identity
- You will know the most important types of academic IDs
- You will be able to create and manage your own academic identity
- You will know what you can do to increase the visibility of your research
People will search for your publications

When you:

- Apply for research funding
- Apply for a job
- Submit a paper
- ...

WEB OF SCIENCE℠  Scopus®  Google scholar
Why do you need an academic ID?

- Common Names
  - About 85% of China's population share just 129 surnames
  - Kim, Lee, Park are the surnames of 50% of the population of the Korean peninsula

- Name changes through marriage, divorce, etc.
  - Rainer Rees → Rainer Rees-Mertins

- Variations in authors' names caused by the authors themselves or editors
  - Michael W. Eisele | M. W. Eisele | Michael Eisele | M. Eisele | Mike Eisele | Mike W. Eisele

- Errors in transliteration, e.g. names with diacritical marks
  - Müller → Muller | Mueller | M*ller

- Compound or hyphenated names
  - Antonio María Caballero Plasencia | Caballero Plasencia A | Caballero A | Caballero AM | Caballero Plasencia AM | Caballero-plasencia | Plasencia AMC
Exercise

Do a Search for your Name in Scopus ([www.scopus.com](http://www.scopus.com))!

- Use only your First Name Initials
- Do you have a Doppelgänger?
- Are all your publications in one author record set?
- How many authors with a similar name have publications in the same subject area?
General advice

• Use the same variation of your name consistently on all your papers etc.
• Use a second first name initial
• Use the standard version of your institutional affiliation:

Eawag: Swiss Federal Institute of Aquatic Science and Technology

Empa. Swiss Federal Laboratories for Materials Science and Technology

Swiss Federal Institute for Forest, Snow and Landscape Research (WSL)

Paul Scherrer Institut (PSI)
Unique author identifiers

- **Researcher ID** (Web of Science)
- **Scopus Author Identifier** (Scopus)
- **Google Scholar Citations** (Google Scholar)

- **ORCID** (Global)
Higher visibility in **WoS** with a **Researcher ID**

![Researcher ID interface](image)

This interface allows you to manage your publications, set your profile visibility, and connect to other databases. By linking your Researcher ID with your ORCID, you can enhance your academic visibility and impact in the Web of Science (WoS) database.
Higher visibility in **Scopus** by checking your **Scopus Author ID**

Author feedback wizard

Use the Scopus Author Feedback Wizard to collect all your Scopus records in one unique author profile. To locate your documents as completely as possible, please provide all the name variants under which you have published. Once you have submitted the author profile the Scopus Author Feedback Team will process your request within 4 weeks.

*If you are unable to find a publication, if there is a problem with the citation count or you have additional feedback, contact the Scopus help desk.*

![Author feedback form](https://www.scopus.com/feedback/author/home.uri#/)

https://www.scopus.com/feedback/author/home.uri#/
Higher visibility in **Google Scholar** with an Author Profile

![Google Scholar Profile](image)

**Marco Aurelio Pizo**
UNESP, Rio Claro, Brasil
Seed dispersal and frugivory, bird ecology and behavior
Verified email at rc.unesp.br

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<tr>
<th>Title</th>
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<th>Year</th>
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<td>Seed dispersal and predation in two populations of Cabralea canjerana (Meliaceae) in the Atlantic Forest of southeastern Brazil</td>
<td>121</td>
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<td>MA Pizo, Journal of Tropical Ecology 13 (04), 559-577</td>
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<td>Interaction between ants and seeds of a nonmyrmecochorous neotropical tree, Cabralea canjerana (Meliaceae), in the Atlantic forest of southeast Brazil.</td>
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<td>1998</td>
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<td>M Pizo, P Oliveira, American Journal of Botany 85 (5), 669-669</td>
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<td>The Use of Fruits and Seeds by Ants in the Atlantic Forest of Southeast Brazil1</td>
<td>89</td>
<td>2000</td>
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<td>MA Pizo, PS Oliveira, Biotropica 32 (4b), 851-861</td>
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<td>Frugivory by Toucans (Ramphastidae) at Two Altitudes in the Atlantic Forest of Brazil1</td>
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<td>M Galetti, R Laps, MA Pizo, Biotropica 32 (4b), 842-850</td>
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Did you mean: Marco Pizza

User profiles for Marco Pizo

Marco Aurelio Pizo
UNESP, Rio Claro, Brasil
Verified email at rc.unesp.br
Cited by 1525

Seed dispersal and predation in two populations of Cabralea canjerana (Meliaceae) in the Atlantic Forest of southeastern Brazil

Abstract
The seed dispersal system of a neotropical tree, Cabralea canjerana (Meliaceae), was studied in two forested areas in southeastern Brazil. The first study site, Parque Estadual Intervales (PEI), is a 49,000-ha reserve composed mostly of old-growth... Cited by 110 Related articles All 8 versions

The Use of Fruits and Seeds by Ants in the Atlantic Forest of Southeast Brazil

Abstract
Given the abundance of litter-foraging ants and fallen fleshy diasporas on the floor of tropical forests, interactions involving them should be common and may render important consequences for the biology of the diasporas. In this study, we surveyed the... Cited by 85 Related articles All 10 versions

Frugivory by Toucans (Ramphastidae) at Two Altitudes in the Atlantic Forest of Brazil

Abstract
Toucans are prominent components of the tropical American avifauna. Although these birds are very conspicuous, there are few ecological studies focusing on them. In this study, the diets of four sympatric toucans (Ramphastos vitellinus, R. dicolorus, Selenidera... Cited by 79 Related articles All 8 versions

Size and lipid content of nonmyrmecochorous diasporas: effects on the interaction with litter-foraging ants in the Atlantic rain forest of Brazil

Abstract
Ants are often attracted to diasporas not adapted for dispersal by ants. These diasporas may occasionally benefit from this interaction. We selected six nonmyrmecochorous plant species (Vismia oleracea, Eugenia strictoapala, Cabralea...
ORCID

- Open Researcher and Contributer ID
- Non-profit organisation
- 4,568,067 registered ORCIDs (21.03.2018) +45% in one year!
- ORCID is open by design (open source, open data, open API)
- de facto standard for author identification in academic publishing

- Get your free ORCID ID at [http://orcid.org](http://orcid.org)

  e.g. 0000-0002-1825-0097

  [http://orcid.org/0000-0003-4963-2319](http://orcid.org/0000-0003-4963-2319)
Publisher & funding agencies requiring ORCID ID for submission

- Publishers e.g.:
  - American Chemical Society
  - American Geophysical Union
  - EMBO Press
  - Frontiers
  - IEEE
  - PLOS
  - Royal Society of Chemistry
  - Science journals
  - Springer Nature
  - The Royal Society
  - Wiley

- Funding agencies
  - SNF (not mandatory)
  - FWF (Austria)
  - SRC (Sweden)
  - Wellcome Trust (UK)
ORCID is a hub connecting the research landscape

ORCID enables machine-readable connections between iD and:

- Works
- Organisations
- Other IDs
- Crossref: doi

ORCID.org
Identifiers are being imbedded in articles and references.

## Academic networking

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Effects & Critics

- Increases the visibility of your research
- Might lead to higher citation rates
- Eases networking and sharing
- Time consuming
- Social media are commercial, nothing comes for free
- No long-term preservation of articles, no harvesting


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ELSEVIER

For your information only; no action necessary.

Dear [Name],

Regarding your article: [Article Title]

I am writing to you with regards to the scholarly collaboration network ResearchGate that currently hosts, modifies and distributes large numbers of journal articles without permission or license.

Following numerous unsuccessful attempts to agree an approach with ResearchGate to facilitate the sharing of articles in ways that respect the publishing agreements between journals and authors, in accordance with the STM Association's Voluntary Principles for Article Sharing on Scholarly Collaboration Networks, ResearchGate has requested that publishers issue take down notices (TDNs) for articles which it should not be hosting.

The Coalition for Responsible Sharing, a group of several publishers, societies and information analytics organizations that includes Elsevier, has been left with no other choice but to now respond accordingly. Members of the Coalition for Responsible Sharing include: the

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With usage

The relationship between traditional metrics of research impact (e.g., number of citations received) and social media activity (e.g., Twitter activity) is a topic of ongoing research. For instance, a recent study by A. S. Kwon et al. published in the journal *Science* showed a significant positive correlation between Twitter activity and citation rates for a set of1,093 scientific research articles from 2007 to 2012. The study concluded that Twitter activity is an additional metric that can be used to assess the impact of scientific papers. Moreover, the study found that the impact of Twitter activity beyond a single publication is significant, with higher impact papers more likely to be cited in future research. This effect of Twitter activity on citation rates, however, was only observed for articles published before 2012. The study highlighted the potential of Twitter activity to provide additional insights into the dissemination and impact of scientific research.
Our recommendations:

1. Get an ORCID ID!
   - Curate your ORCID profile (link publications, add other IDs & Info about you)
   - Use your ORCID ID in paper submissions, e-mail signature, CV, grant applications, …

2. Register at Researcher ID & link to your WoS publications

3. Check your publications in Scopus (& ask for corrections)

4. Think about creating a Google Scholar Profil
Optional:

- Increase the visibility of your research by engaging yourself in Social Media

- Think about publishing all or some data/code in an open research data repository! Choose either an institutional or a subject-specific repository.

Your paper is accepted! What’s next?

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Thank you for your attention!

Jochen Bihn
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