Make it easy for others to find your Publications

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
- ...

[Images of search engines: WEB OF SCIENCE, SciVerse, 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 Author 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
  - 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 | Caballereoplasencia | Plasencia AMC

- Why do you need an academic ID?
Exercise

Do a Search for your Name in Scopus (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**
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.

<table>
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<th>Author</th>
<th>Last name</th>
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<td></td>
<td>E.g., Smith</td>
<td>E.g., J.L.</td>
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https://www.scopus.com/feedback/author/home.uri#/
Higher visibility in Google Scholar with an Author Profile

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

ORCID

- Open Researcher and Contributor ID
- Non-profit organization
- 3’152’407 registered ORCIDs (14.03.2017)
- 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

  e.g. 0000-0002-1825-0097

  http://orcid.org/0000-0002-1825-0097
What does an ORCID page look like?

Josiah Carberry

Biography
Josiah Carberry is a fictitious person. This account is used as a demonstration account by ORCID, CrossRef and others who wish to demonstrate the interaction of ORCID with other scholarly communication systems without having to use a real-person’s account.

Josiah Stinkney Carberry is a fictional professor, created as a joke in 1929. He is said to still teach at Brown University, and to be known for his work in “psychoceramics”, the supposed study of “cracked pots”. See his Wikipedia entry for more details.

Employment (2)

Works (9)
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
  • FWF (Austria)
  • SRC (Sweden)
  • Wellcome Trust (UK)
ORCID is a hub connecting the research landscape

ORCID enables machine-readable connections between iD and:

- Works
- Organizations
- Other IDs
Identifiers are being embedded 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
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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  • Postprint → reviewed accepted version
  • Publisher version → edited, appears as on the publisher’s website
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Thank you for your attention!

Dr. Rainer Rees-Mertins
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