

**James Madison University**

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**From the Selected Works of Grace Barth**

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# Raising Your Scholarly Profile: Using Researcher Identities to Bolster Your Impact

Grace Barth, *James Madison University*

Carolyn Schubert, *James Madison University*



Available at: <https://works.bepress.com/grace-barth/9/>



# Raising Your Scholarly Profile: Using Researcher Identities to Bolster Your Impact

Grace Barth and Carolyn Schubert  
JMU Libraries

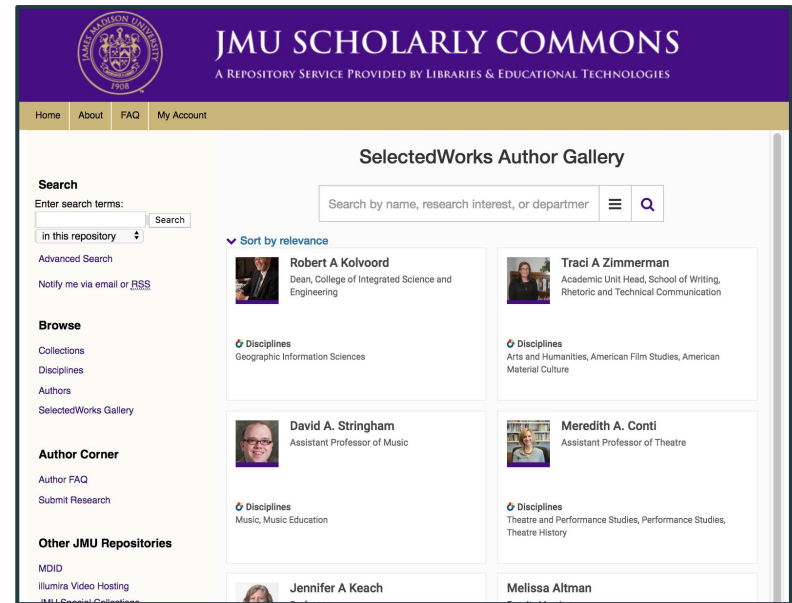


# Introductions

- Name
- Department
- Research interests
- Do you have an account with ORCID, Google Scholar, SelectedWorks, or any other scholarly profile services?
- What are you hoping to learn today?

# Why do you need an online scholarly identity?

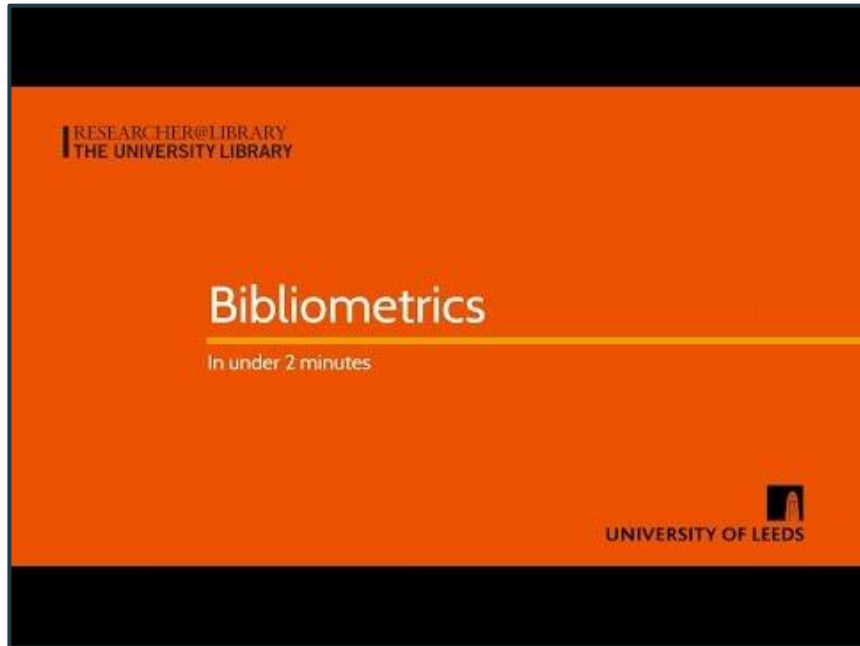
- Increase discoverability and citation of your work
- Communicate with others in your field
- Create research relationships and collaborations
- Improve the quality of your work
- Minimize the effects of false or misleading information



# How do scholarly communication trends affect scholarly identity?

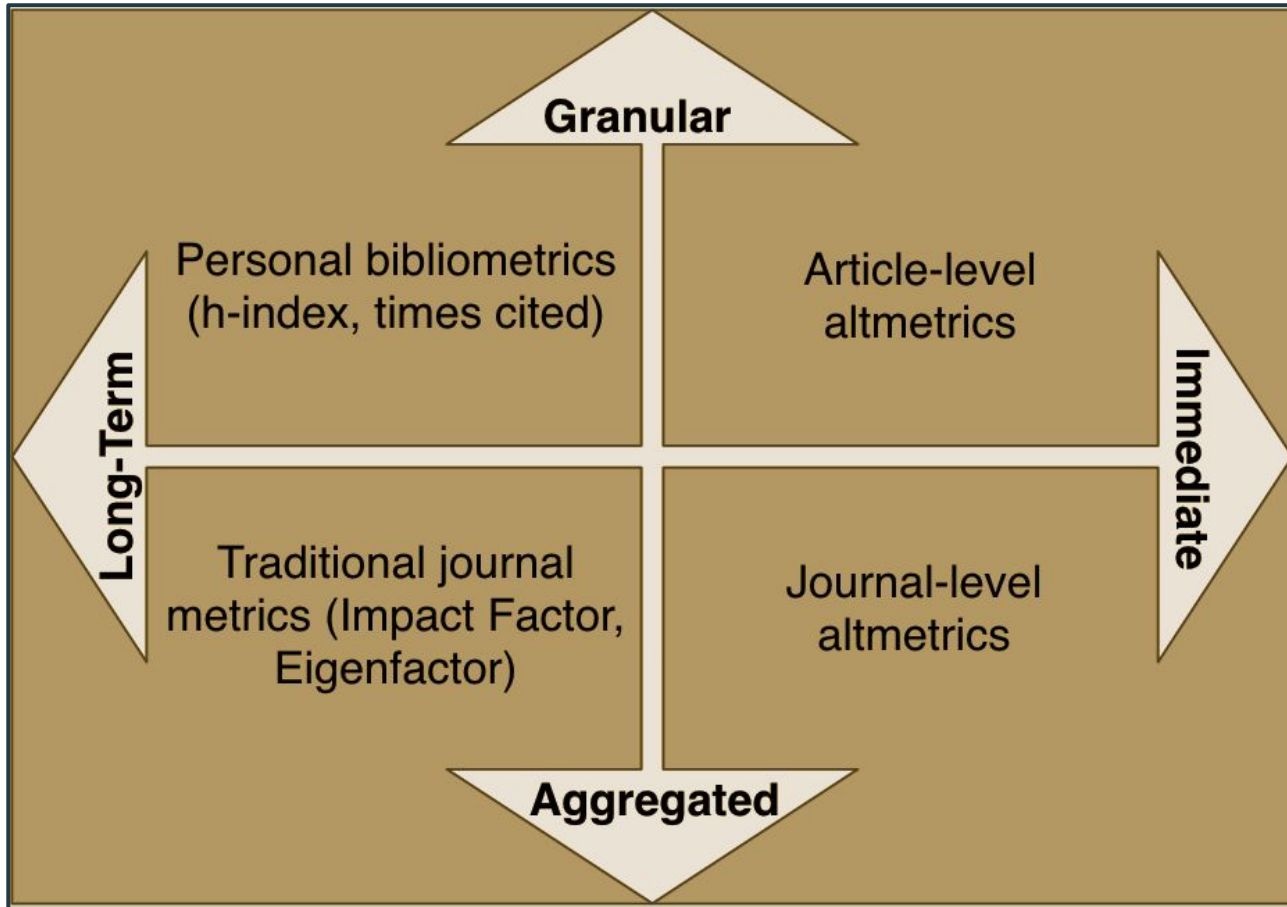


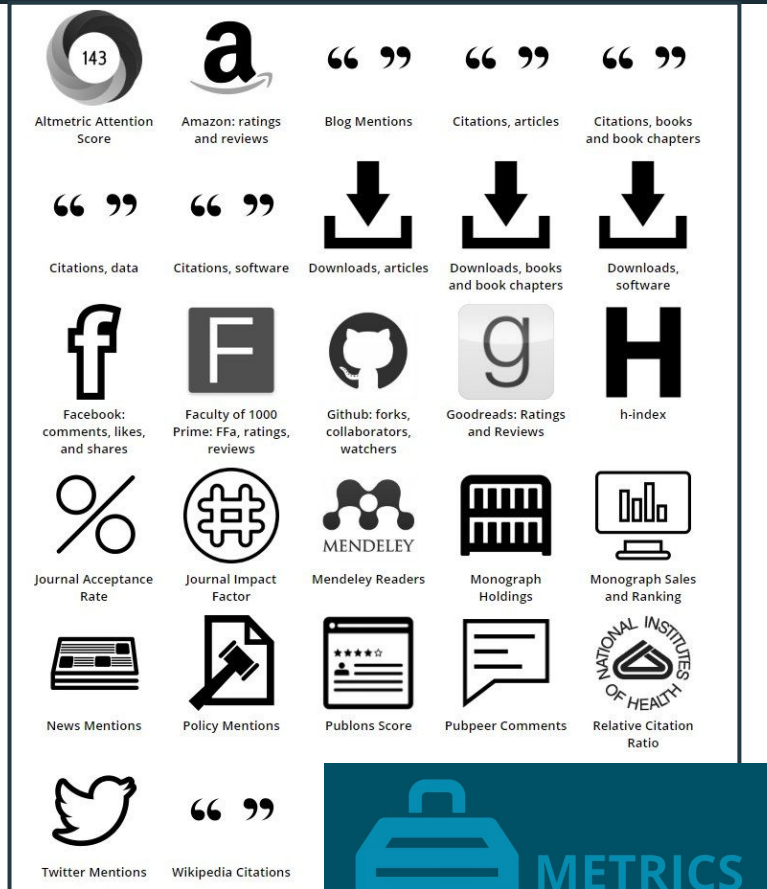
# Metrics, metrics everywhere...



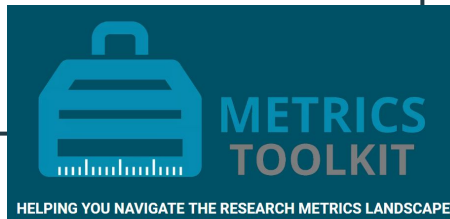
What are altmetrics?

Brought to you by  Altmeter





metrics-toolkit.org



**Take a holistic approach:** Use a combination of bibliometrics and altmetrics to demonstrate impact

**Know your audience:** Choose metrics relevant to your discipline, institution, funding agency, etc.

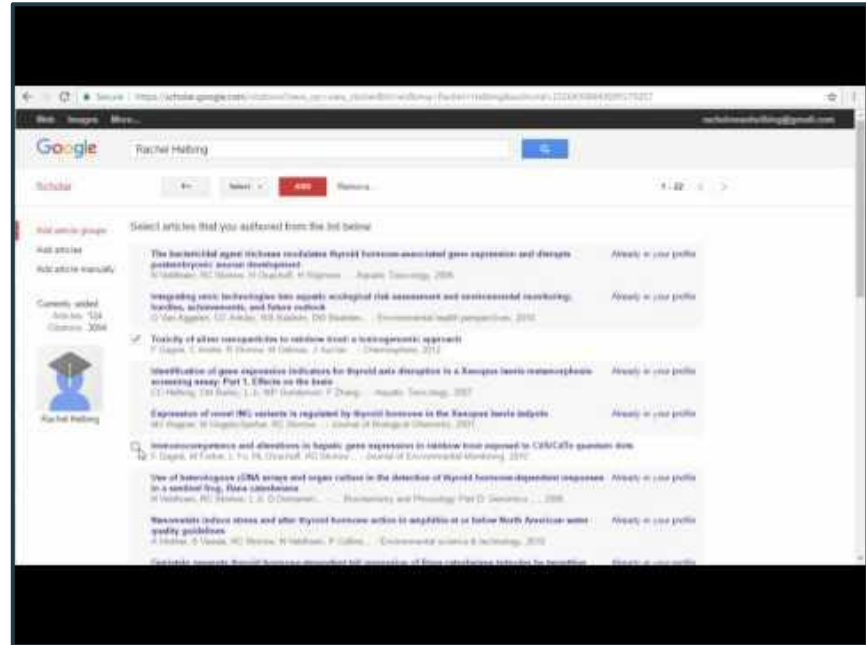
**Context is key:** Discipline, career length, and data source all affect metrics results



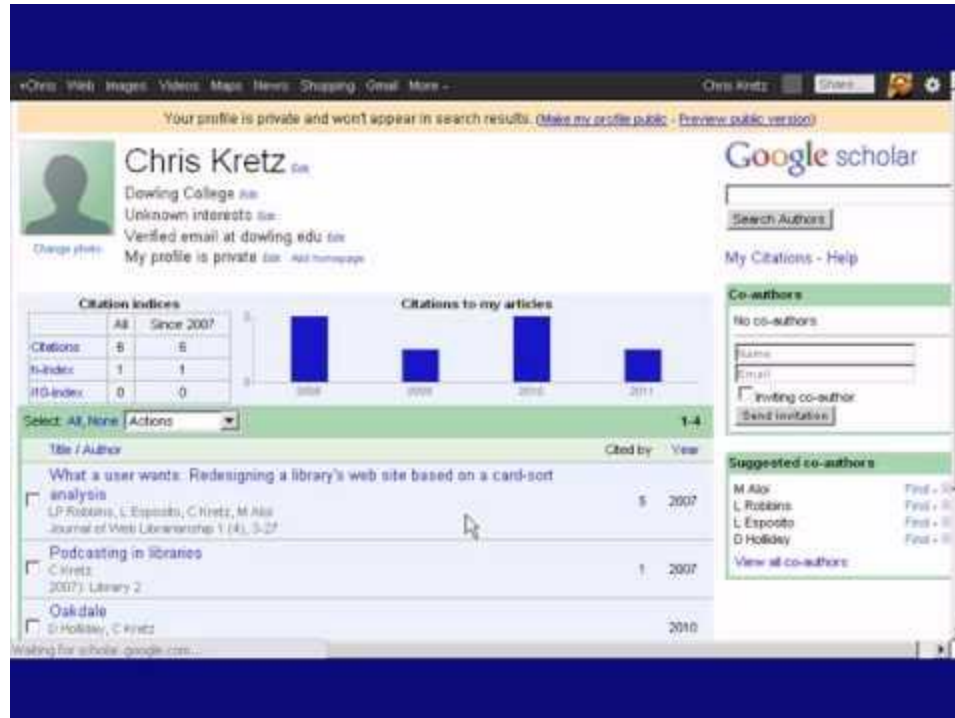


scholar.google.com

- Profile service that collects published works
- Track your citation counts
- Tip: Auto-filled data might be incorrect or incomplete- disable automatic profile updates



# Tracking Citations in Google Scholar






orcid.org

- Persistent identifier service combats name ambiguity
- Integration with select platforms (Scopus, ResearcherID, CrossRef, OSF...)
- Use on submitted manuscripts, grant applications, your CV, your email signature, scholarship in open repositories
- Increasingly required by journal publishers



**Eisen MB**

 <http://orcid.org/0000-0002-7528-738X>

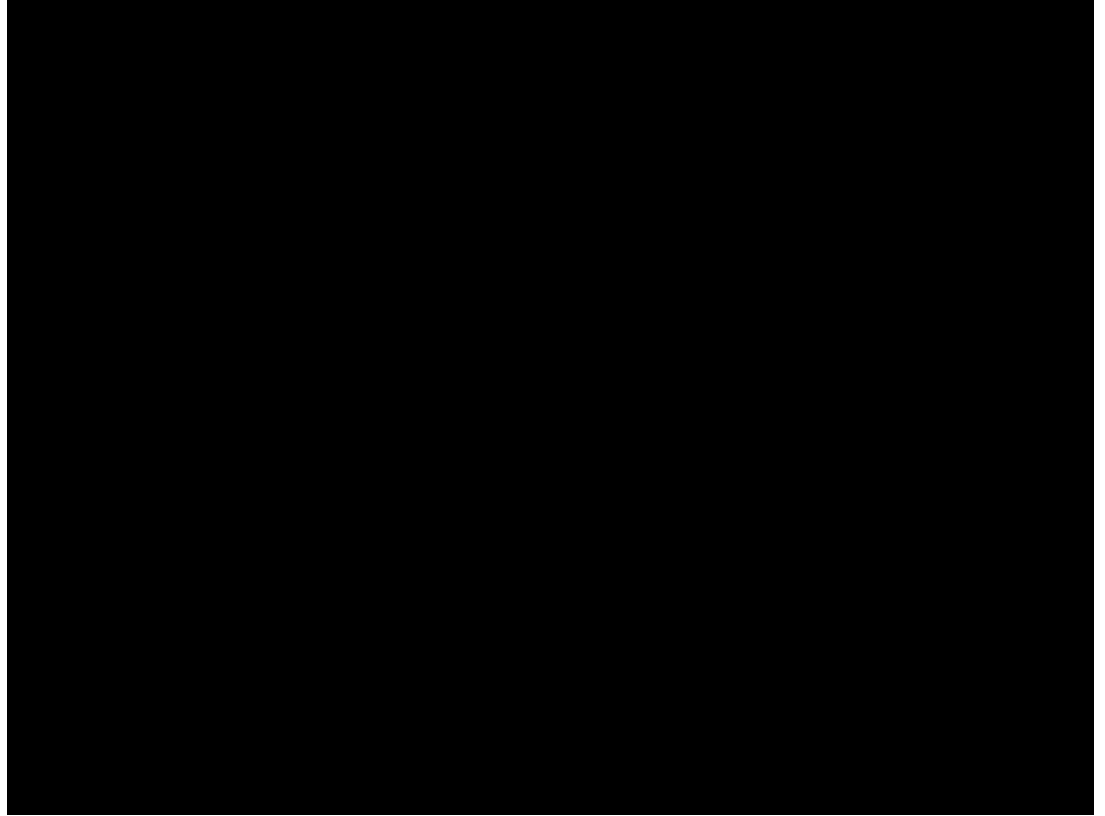
**Other IDs:**

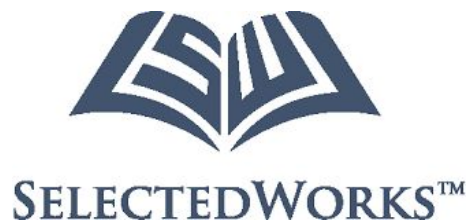
Scopus Author ID: 7004331829

# Why ORCID?

*Consistency* of an author name enhances the *discoverability* of research.

*Uniqueness* of an author name establishes a *presence* for an author.





- Profile service available through JMU
- Companion to our institutional repository, JMU Scholarly Commons
- Share published & unpublished work in customizable categories
- Indexed by Google and other search engines to make your profile more discoverable

JAMES MADISON UNIVERSITY. 180 Grace Barth

### SelectedWorks of Jennifer A Keach

Professor

Training and talent development professional working within higher education and libraries.

My current focus is on supporting career development, communication, leadership, and new employees as an internal consultant and trainer within an academic library. My background and interpersonal while finding ways to make technology really help (instead of getting in the way). [read more](#)

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Jump to Category - Search works of Jennifer A Keach

#### Articles (2)

**Article**  
**Managing Web Projects in Academic Libraries**  
Library Leadership & Management (2011)  
Jennifer A Keach and Jody C Fagan  
The authors conducted a 24-item survey via a listserv to gain a better understanding of the current state of web ...  
[Link](#)

**Article**  
**Change is Good: The Role of the Librarian as Project ...**  
Library Management Today (2010)  
Jennifer A Keach  
Publication is no longer available. A modified version of the original article is available on Library | Work | Success.  
[Link](#)

#### Books/Chapters (1)

**Book**  
**Web Project Management for Academic Libraries**  
(2009)  
Jennifer A Keach and Jody C Fagan  
Managing the process of building and maintaining an effective library website can be as challenging as designing the product  
[Link](#)

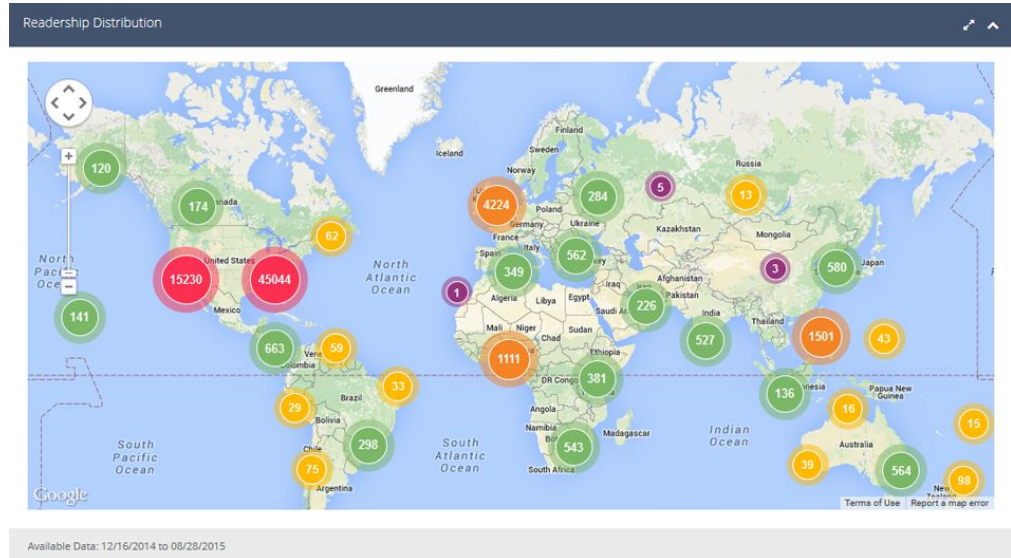
#### Poster Presentations (6)

**Presentation**  
**What's Your Next Step? Offering a Career Development Program ...**  
Virginia Library Association Conference (2018)  
Jennifer A Keach and Chandra Lane

**Presentation**  
**Great Libraries Open Doors: Collaborating with Career Services to Support ...**  
American Library Association Annual Conference (2018)  
Jennifer A Keach and Chandra Lane

# Track your impact: Selected Works

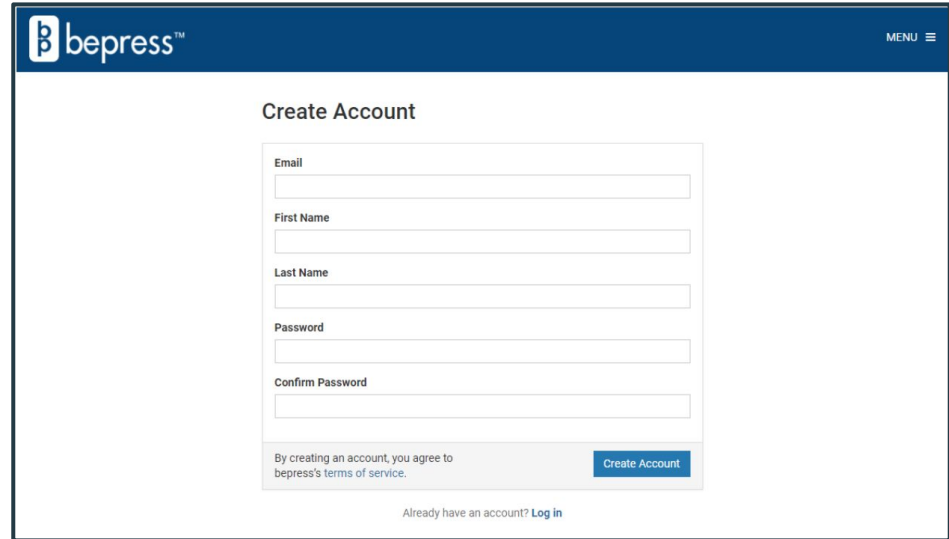
- Track downloads, page hits, and referrals (how users are finding your work)
- View readership data by country, city, and institution
- Refine, share, and export your impact data
- Get email updates or login to view anytime



# Create a SelectedWorks account: 4 easy steps

1. Go to <http://works.bepress.com>, click on the **Menu** link
2. Click **Sign Up** (or **Login** if you already have an account)
3. Complete the form and click **Create Account**
4. Click the **Confirm Account** button in the confirmation email

**Tip:** Add your ORCID to your SelectedWorks profile (and link to your SelectedWorks page from your ORCID page, too)

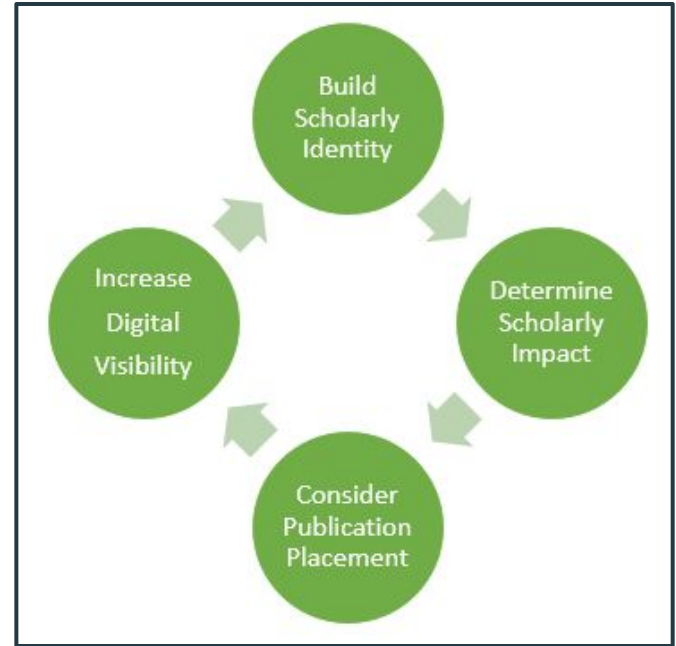


The screenshot shows the Bepress website's 'Create Account' page. The header is dark blue with the Bepress logo on the left and a 'MENU' link on the right. The main content area is white and titled 'Create Account'. It contains a form with five input fields: 'Email', 'First Name', 'Last Name', 'Password', and 'Confirm Password'. Below the form, there is a line of text: 'By creating an account, you agree to bepress's terms of service.' To the right of this text is a blue button labeled 'Create Account'. At the bottom of the page, there is a link that says 'Already have an account? Log in'.

# Takeaways

- Increase accessibility to your work by considering open publication venues
- Make sure your online presence is consistent, current, and interconnected
- Use metrics selectively, integrated with other impact indicators

## Questions?





# Thank You!

Grace Barth

Head, Digital Collections

[barthgl@jmu.edu](mailto:barthgl@jmu.edu)

Carolyn Schubert

Interim Director of Research &  
Education Services

Health Sciences & Nursing Librarian

[schubecf@jmu.edu](mailto:schubecf@jmu.edu)