### Self-Presentation in Academia Today: From Peer-Reviewed Publications to Social Media

The Social
Media Approach

Isabella Peters

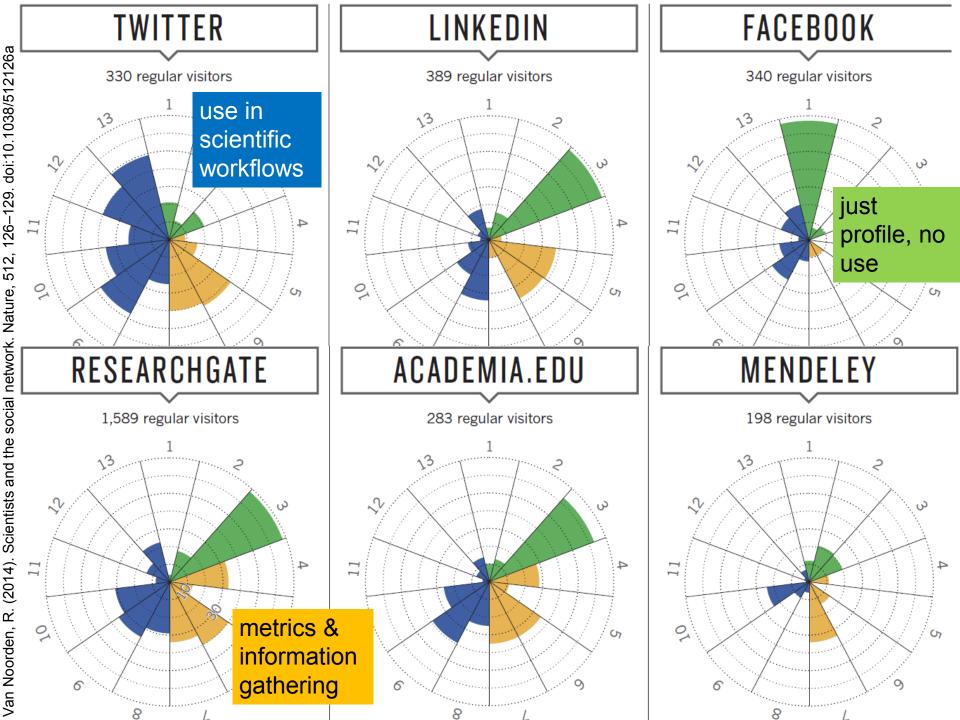
@isabella83

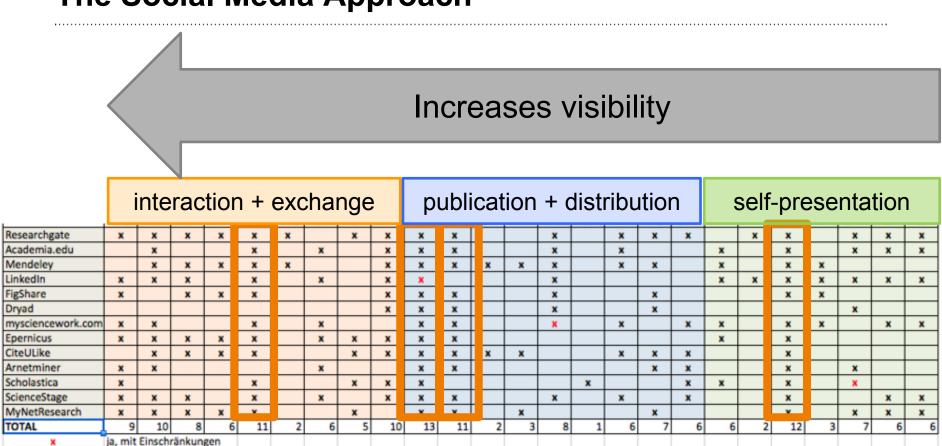












Peters & Heise (2015): https://osl.tib.eu/w/Handbuch\_CoScience/Online-Profil-\_und\_Netzwerk-Dienste











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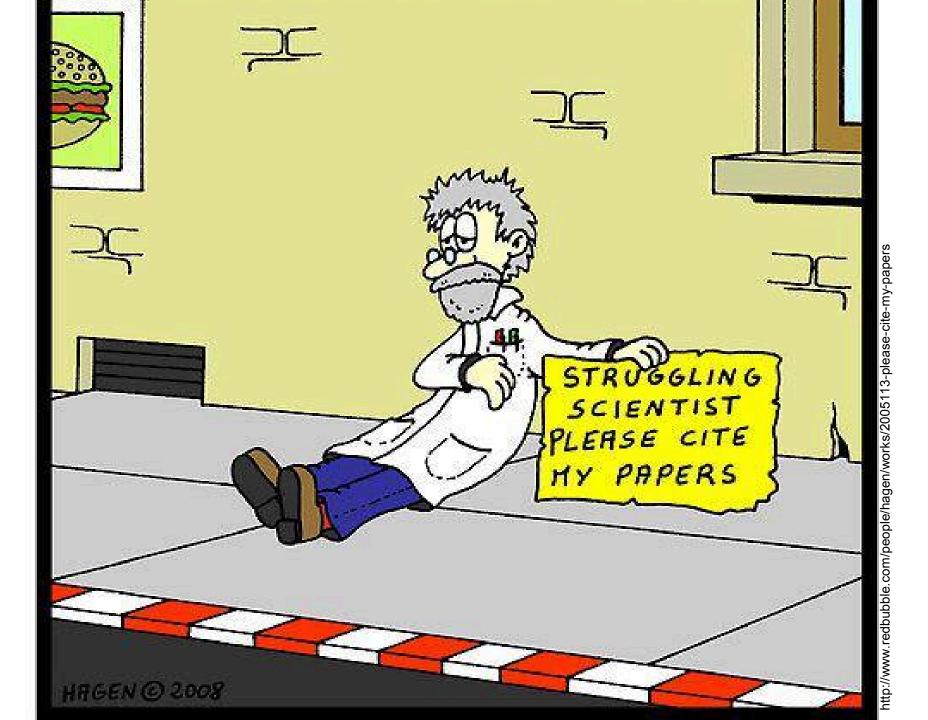


	interaction + exchange						;	publication + distribution								n	self-presentation								
Researchgate	х	х	х	х	х	х		х	х	х	х			х		х	х	х		х	х		х	х	x
Academia edu		v					v		v	~	v			v		v			~				×	v	v
Mendelev		×	v	v	v	v			v	×	v	×	v	v		v	v		×		v	v			
LinkedIn	х	×	х		х		х		x	х				х					x	x	х	х	х	х	х
FigShare	x		x	x	x				x	x	x			x			x				x	x			
Dryad									x	x	X			x			x						x		
mysciencework.com	x	x			x		x			x	x			x		X		x	x		x	×		x	×
Epernicus	x	x	X	x	x		x	x	x	x	X								x		x				
CiteULike		x	x	x	x			x	x	x	x	x	x			x	x	x			x				
Arnetminer	x	x					x			x	x						x	x			x		x		
Scholastica	x				x			x	x	x					x			x	x		x		×		
ScienceStage	x	x	x		x		x		x	x	x			x		x		x			x			x	x
MyNetResearch	x	x	x	x	x			x		x	x		×				x				x		X	x	x
TOTAL	9	10	8	6	11	2	6	5	10	13	11	2	3	8	1	6	7	6	6	2	12	3	7	6	6
x	x ja, mit Einschränkungen																								









### Stand out.

Make sure your research gets read and applied.



Bring your publications to life

free for authors

publishers
pay for
service
and submit
data



#### Explain

Explain in plain language what your publication is about and why it is important. Add links to other materials that provide context.



#### Share

Share it to your social networks, web pages or email contacts.



#### Measure

Measure the effect on clicks, views, downloads, citations and altmetrics to learn which communication channels are most effective.

articlebased profiles of researchers

only little personal information

**Partners** 





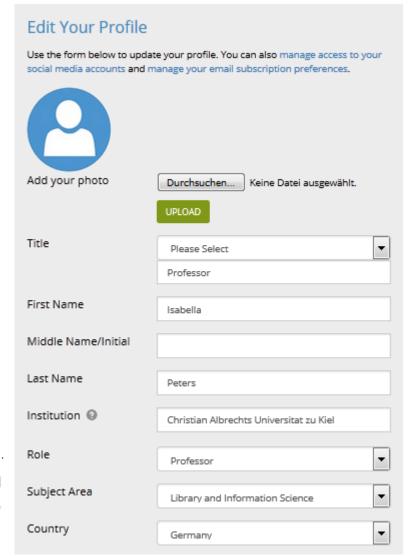








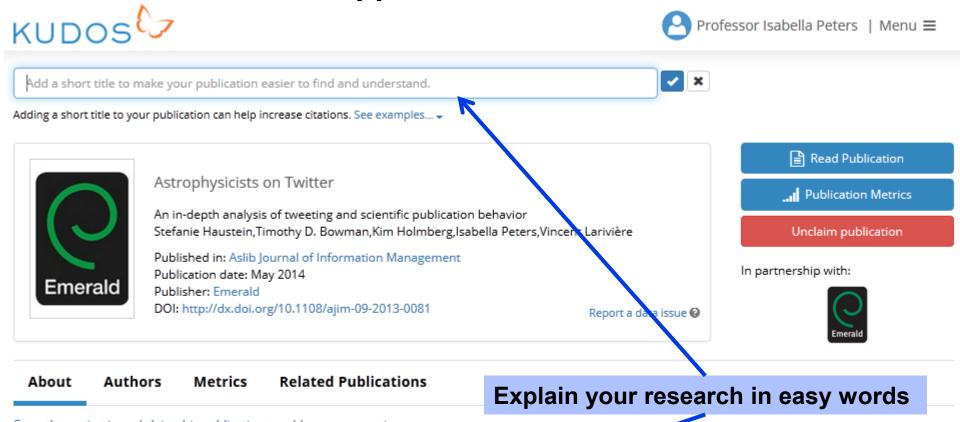


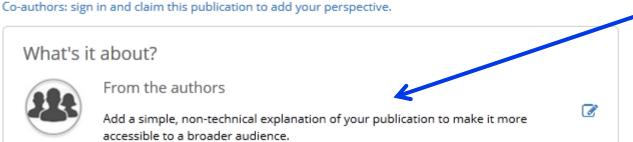




It's not about you – it's about your publications!

Is it science communication then?





Isabella — one more step for best results!

You can increase views by sharing your work
to your email, web and social networks.



### Why is it important?



#### From the authors

Add an explanation of what is unique and/or timely about your work, and the difference it might make to help increase readership.



### Perspectives



#### Isabella Peters (Author)

Add your own personal perspective about this publication. Note that this is your opportunity to comment as an individual, whereas the 'What's it about?' and 'Why is it Important?' sections are jointly created by one or more authors.

#### Resources



External resources such as presentations, videos, interviews, figures, data-sets or related publications

Help readers set your work in context by adding links to resources such as presentations, videos, interviews, figures, data-sets or related publications.

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Twitter and the celebrity interview

Kudos

### Add a touch of your personality

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The following authors have contributed to this page: Dr Kim J Holmberg ,Dr Stefanie Haustein , Dr Timothy D Bowman ,Professor Isabella Peters

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Starbucks uses Facebook, Twitter, YouTube

Alton Y.K Chua, Snehasish Banerjee, Journal of Knowledge Management via Kudos, 2013

Get more detail on these numbers:

**Detailed metrics** 

Related Publications Authors About Metrics These are the key metrics for this publication. Views from shares Altmetric score\* Number of times Views on Kudos Click throughs to Web of Science Read Publication Times Cited\*\* shared These are the key metrics for this publication. Number of times Views from shares Views on Kudos Click throughs to Altmetric score\* Web of Science Read Publication shared Times Cited\*\* 0 List citing articles...

#### Author activity What is this?

Date	Event Type	Notes
16-SEP-15 10:10	Claimed	Professor Isabella Peters claimed the publication
25-AUG-15 12:13	Claimed	Dr Timothy D Bowman claimed the publication
18-JUN-15 13:39	Claimed	Claimed via ORCID
12-FEB-15 10:49	Claimed	Dr Kim J Holmberg claimed the publication

### Share the workload of explaining the research results

### **Collect additional material**



#### Resources

External resources such as presentations, videos, interviews, figures, data-sets or related publications



A blog post on the Phoenix Next Inc. site by Sean Ekins, one of the authors of the paper

What data do we trust now in the world of high-throughput screening and public compound databases

A blog post by myself on the ChemConnector blog regarding general issues of data quality and how this relates to high-throughput screening data and public compound databases

In the Pipeline Blog from Derek Lowe: Drug Assay Numbers, All Over the Place

This blog post by Derek Lowe, who writes the In the Pipeline Blog, is best captured in terms of his opening sentence:

"There's a truly disturbing paper out in PLoSONE with potential implications for a

The following simple language summary of this publication has been provided by the author(s):

Dispensing processes profoundly influence estimates of biological activity of compounds

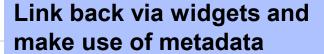
#### What is it about?

Dispensing processes profoundly influence estimates of biological activity of compounds. In this study using published inhibitor data for the tyrosine kinase EphB4, we show that IC50 values obtained via disposable tip-based serial dilution and dispensing versus acoustic dispensing differ by orders of magnitude with no correlation or ranking of datasets.

#### Why is this important?

Traditional dispensing processes are another important source of error in high-throughput screening that impacts computational and statistical analyses. These findings have far-reaching implications in biological research and calls into question the quality of HTS data available in the public databases and certainly emphasizes the need for appropriate meta data to be available to ensure that it is known WHAT dispensing method was used to deliver the material during the assay measurement

Read more on Kudos (?)





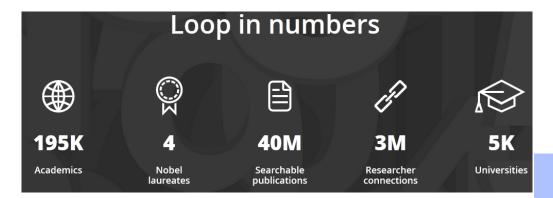






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The Social Media Approach





(M)



article-based profiles of researchers

some personal information



### **Integrated Network**

Loop can integrate into any academic website or journal.

To start, Loop's academic profiles are integrated into
nature.com and the Frontiers journal series.

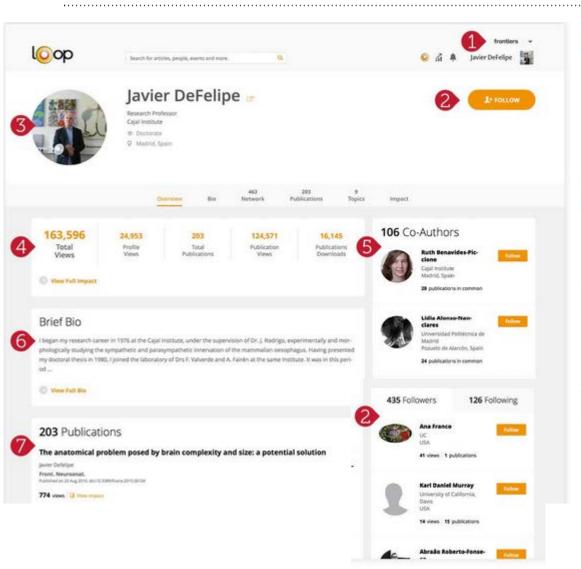
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In 2012, more than 2.5 million research articles were published. It takes too much time to find the articles that matter and stay up to date with the latest research. Time we know you don't have. Loop makes sure you read articles that are relevant to you.



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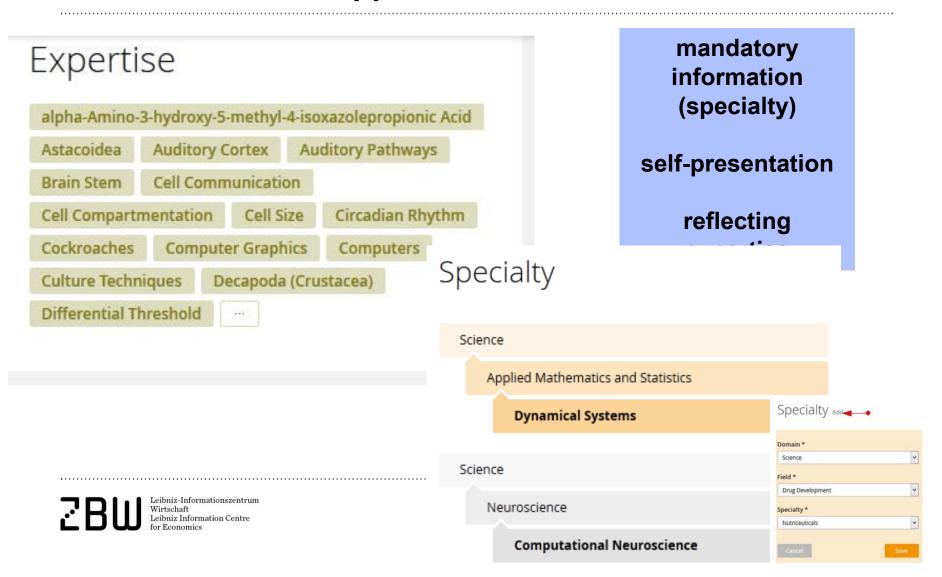
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social networking

staying in touch and up-to-date



#### ORIGINAL RESEARCH ARTICLE

Front. Syst. Neurosci., 03 December 2013 | http://dx.doi.org/10.3389/fnsys.2013.00102

### Valproate reopens critical-period learning of absolute pitch



<sup>&</sup>lt;sup>1</sup>Laboratoire Psychologie de la Perception, CNRS, Paris, France

Absolute pitch, the ability to identify or produce the pitch of a sound without a reference point, has a critical period, i.e., it can only be acquired early in life. However, research has shown that





**Frontiers Journal** 









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Authors with Loop profiles beta



Fernando Amat

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### **Nature**

Stephan Preibisch, Fernando Amat, Evangelia Stamataki, Mihail Sarov, Robert H Singer, **Eugene Myers & Pavel Tomancak** 

Efficient Bayesian-based multiview deconvolution

Affiliations | Contributions | Corresponding authors

Nature Methods 11, 645-648 (2014) | doi:10.1038/nmeth.2929 Received 08 July 2013 | Accepted 06 March 2014 | Published online 20 April 2014







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Article metrics



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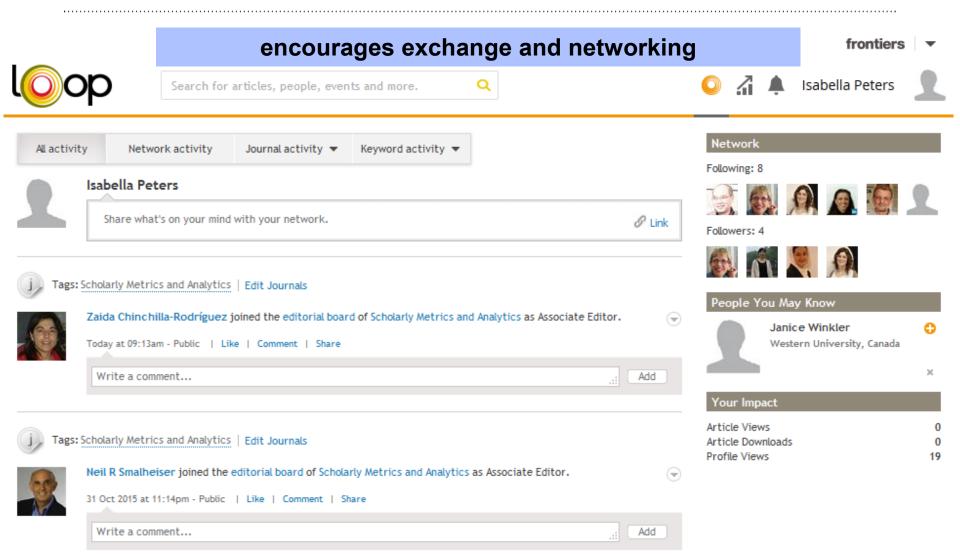
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<sup>&</sup>lt;sup>8</sup>Centre for Affective Disorders, Institute of Psychiatry, King's College London, UK



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publication + sharing





My Science Work





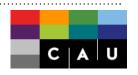




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networking + metrics



























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