



# Reputation Building and Online Communication in Science

Dr. Johanna Havemann

Bern University | Oct 16, 2020



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Online Communication, Science & International Affairs

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Formal Sciences

1  
Applied Sciences



# What is your strategy against screen fatigue?





# I would like to learn and discuss in this session:

New tools

Use twitter for science

Networking for future opportunities

What's is a good reputation

To which extent researchers care about digital reputation?

networking during COVID

how to better disseminate data

best online platform for scientists

reliability

# What reputation building means to me:

networking

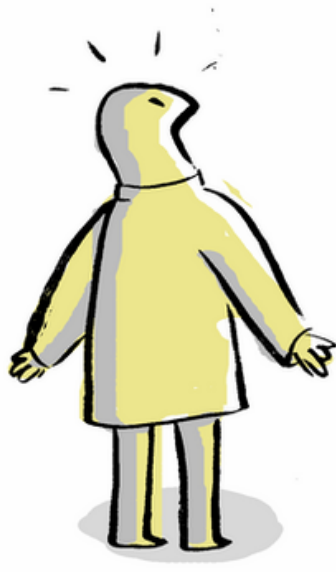
value of scicom  
positive visibility  
reliable data  
maybe being acknowledged  
to get known in the field  
increasing visibility  
being a good citizen  
get known  
value my output  
being respected

# THE EVOLUTION OF ACADEMIA

PUBLISH



PUBLISH  
OR  
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PUBLISH  
IN HIGH IMPACT  
JOURNALS  
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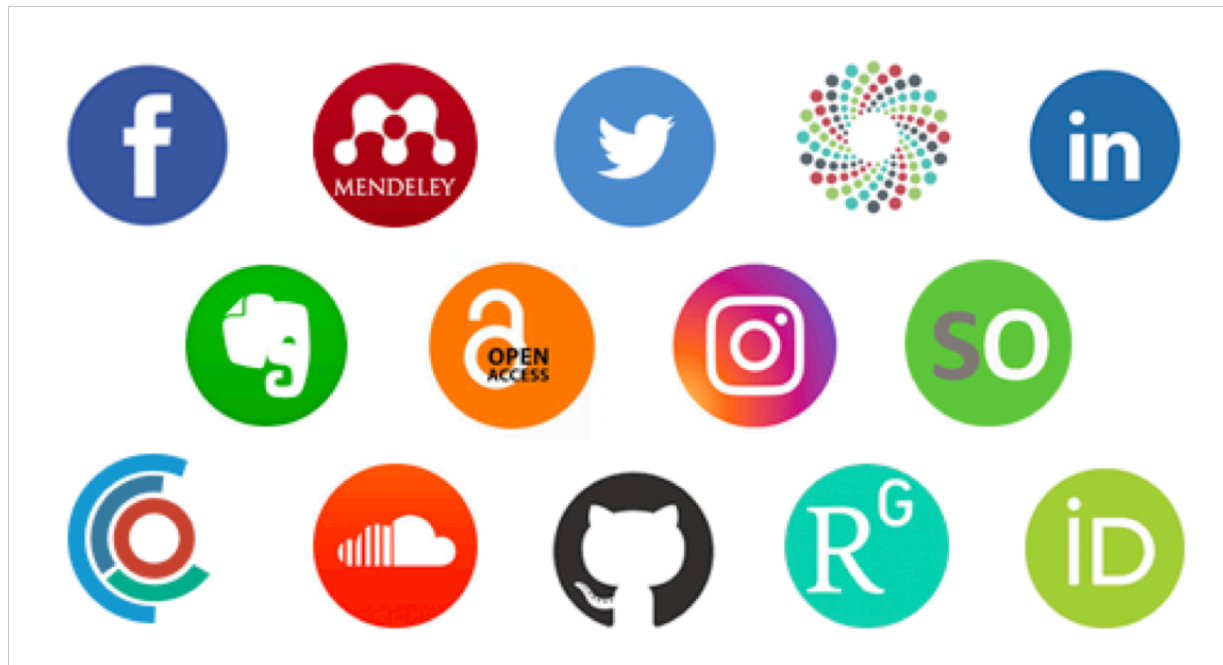


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***“To get to know, to discover, to publish  
this is the destiny of a scientist.”***



# Digital Reputation Building in Science

Self-Marketing and Reputation Building in a research context

Public Relations via online tools and services

Digital tools and platforms for the research workflow

Data privacy and security, Intellectual Property and Licensing

Time-efficient communication and Open Science principles



Connecting Research  
and Researchers

FOR RESEARCHERS

FOR ORGANIZATIONS

ABOUT

HELP

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SIGN IN

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## Open Researcher and Contributor ID

persistent digital identifier

integrates with e.g. manuscript and grant submission

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synchronises across platforms

required by many journals for publication

[orcid.org](https://orcid.org)





**Johanna Havemann**

**ORCID ID**

<https://orcid.org/0000-0002-6157-1494>

Print view

**Websites & Social Links**

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**Keywords**

Science Communication, Scientific Writing, Science 2.0

**Other IDs**

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**Email**

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> Employment (2)

> Education and qualifications (2)

< Works (21 of 21)

Sort

AfricArXiv – the pan-African Open Scholarly Repository(dissemination document)

2020-10-06 | other

DOI: [10.31730/osf.io/mutva](https://doi.org/10.31730/osf.io/mutva)

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Open Manuscript Services

2020-02-13 | other

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Is it the right journal or book for your work?



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Only if you can answer 'yes' to the questions on our [check list](#)



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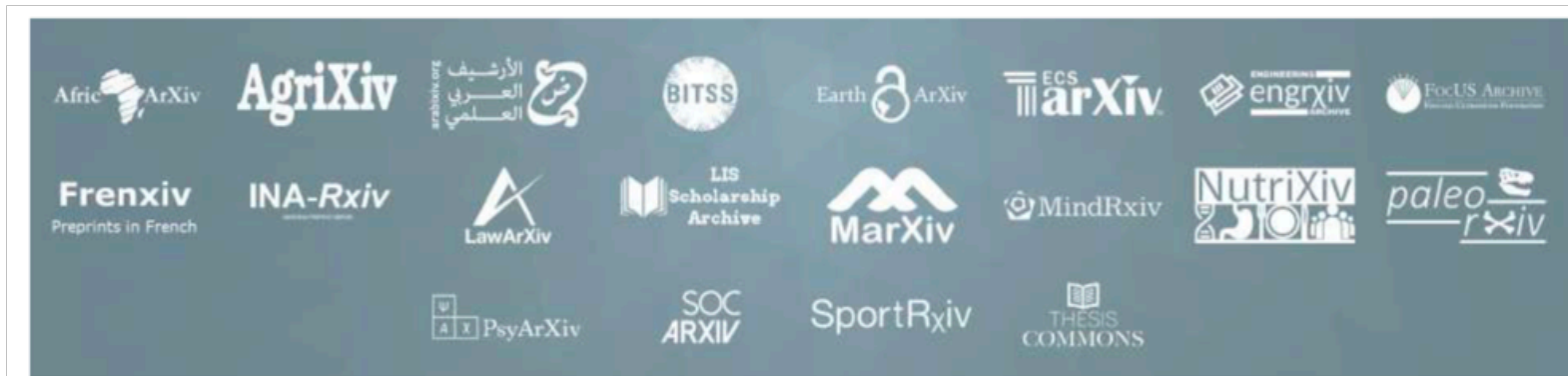
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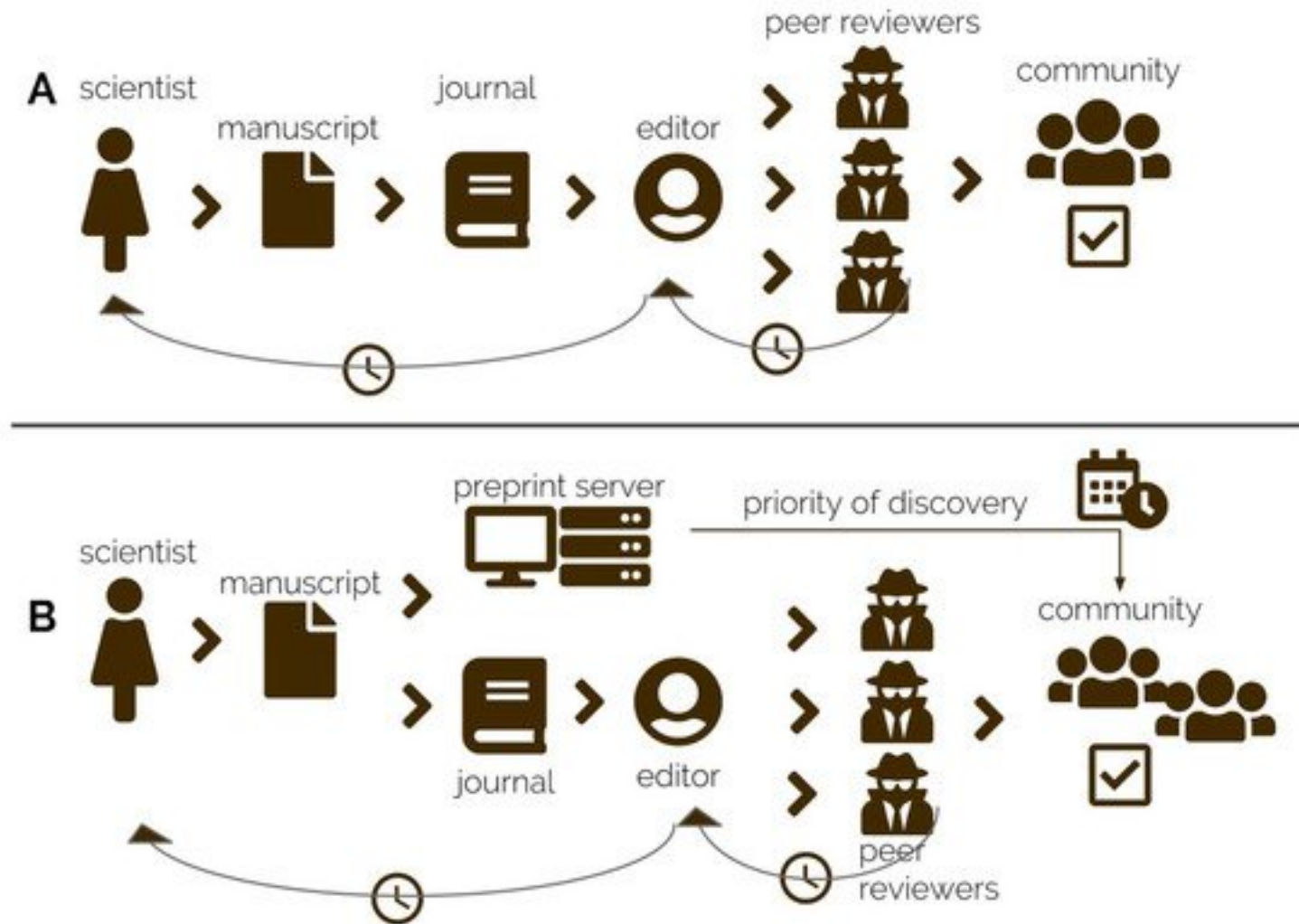
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# Writing Research Articles

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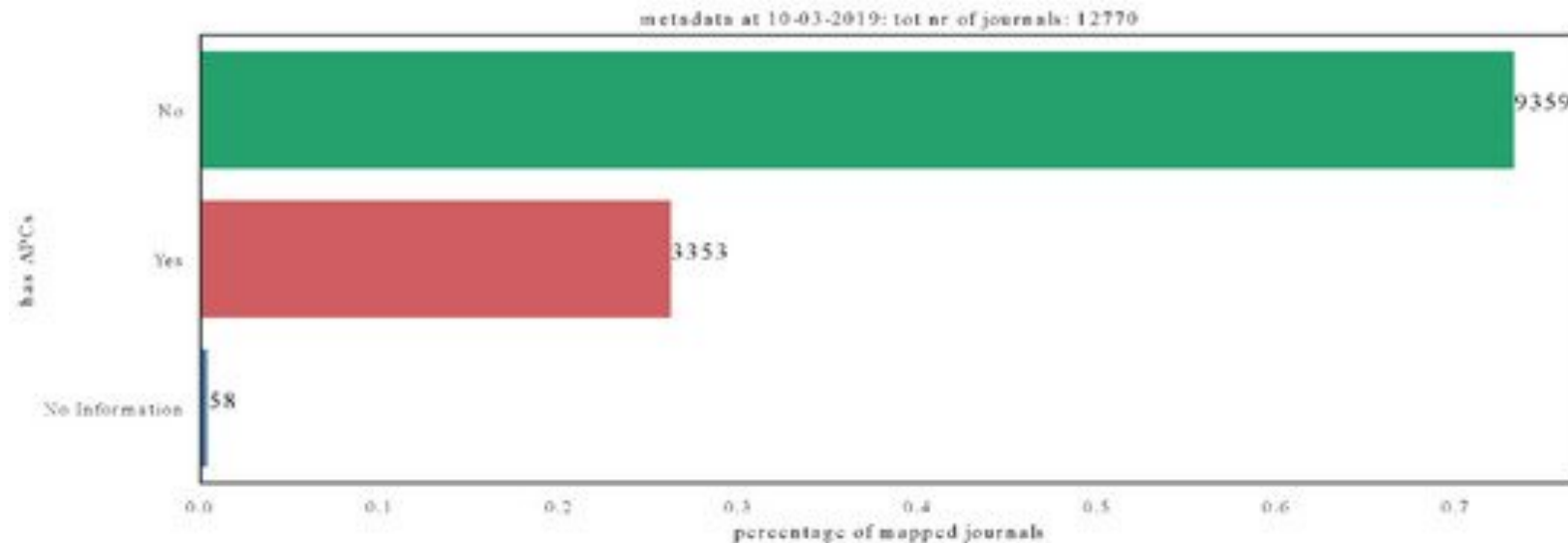


# Writing Research Articles



# Writing Research Articles

	has APCs	pctg journals	nr journals
0	No	73.29%	9359
1	Yes	26.26%	3353
2	No Information	0.45%	58



# Writing Research Articles



Talk with your **funders**, your **university**, your **library**; check available **tools** and **resources**

! **THINK**

✓ **CHECK**

> **SUBMIT**

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Publisher copyright policies & self-archiving

## How to make your research Open Access without breaking the bank

Do you know a **free OA journal** you want to submit to?



Go ahead and submit



Can you publish the post-print?



Publish the post-print of your article: after it has been peer reviewed, but before final editorial type-setting(\*)



Can you publish the pre-print?



Publish the pre-print of your article: before it has been submitted to a journal and peer-reviewed (\*)



Consider choosing a **different journal** to submit to, if possible

(\*) Check Sherpa/RoMEO for an overview of pre-print and post-print policies, as well as publishing licences and possible embargo periods imposed on post-print publishing.

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# Establishing an online presence as a scientist





# Conducting Peer Reviews



[publons.com](https://publons.com)

track, verify, and showcase your reviewing and editorial contributions to academic journals

Publons Academy: peer review training

in 2017, acquired by Clarivate Analytics  
(also owns Web of Science, EndNote, and ScholarOne)



# Conducting Peer Reviews



publons.com

DATE	MANUSCRIPT	JOURNAL	PROGRESS	EDIT	VIEW	CITATIONS	ALTMETRIC
2018-11-11	The evaluation of schola...	F1000Research				-	
2018-09-08	A Community Of Practic...	Computing in Scie...				-	-
2018-09-07	Preprints in Scholarly Co...	Publications				-	-
2018-09-02	The Rent's too High: Self...	Advances in Meth...				-	
2018-07-17	First record of an infant ...	Bulletin of the Pea...				-	-
2018-07-04	Post-publication peer rev...	Roars Transaction...				-	-
2018-06-22	A new paradigm for the s...	-				-	
2018-04-01	Dinosaurs and dragons i...	Open Library of Hu...				-	-
2018-01-03	The Printing Press and D...	Publications				-	-
2017-10-20	Inter-Area nonlinear tran...	Information				-	-
2017-08-29	Knowledge sharing in gl...	Health Research P...				2	
2017-06-13	Open Access Scholarly J...	Publications				1	

# Conducting Peer Reviews

## RAPID AND OPEN PEER REVIEW:

What are the new technologies for research quality assessment in academic publishing?

Hosted By



## Guest Speakers



Denis Bourguet  
Peer Community In



Daniela Saderi  
PRereview



Gabriele Marinello  
Qeios



Antonio Tenorio Fornés  
Decentralized Science



Stephanie Dawson  
ScienceOpen

# Social Media in a Research Context



for the **promotion** of research topics

to **recruit** new students and employees

to **identify** career opportunities

to **enhance** collaboration

for **exchange** of ideas

to **develop** new research approaches

to **inform** the public about scientific achievements



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- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet



Following

### NCCR\_TransCure

@NCCR\_TransCure

National Center of Competence in Research TransCure funded by @snsf\_ch and @unibern focuses on #membranetransporters #ionchannels & #drugdiscovery

Berne, Switzerland | [nccr-transcure.ch](http://nccr-transcure.ch) | Joined January 2015

785 Following 641 Followers

Followed by ReFigure, OpenJournalSystems.com, and 6 others you follow

- Tweets
- Tweets & replies
- Media
- Likes

Pinned Tweet



**NCCR\_TransCure** @NCCR\_TransCure · Feb 11

The @NCCR\_TransCure supports female scientists at all ages and thanks all #WomenInScience of our network for their excellent work!  
#SNSFequality #WomenInScienceDay





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Tweet



More options, Direct message, Notifications, Following

### Hugues Abriel

@SwisslonChannel Follows you

Scientist - @unibern - from Nov '20 to Aug '21 in #AfriqueFrancophone #RDC - Academic Sabbatical- Studying #channelopathies #ionchannels #oxfordnanopore #SciCom

Bern, Switzerland [abriellab.org](http://abriellab.org) Joined February 2011

300 Following 976 Followers

Followed by AfricArXiv, ArabiXiv الأرشيف العربي العلمي, and 13 others you follow

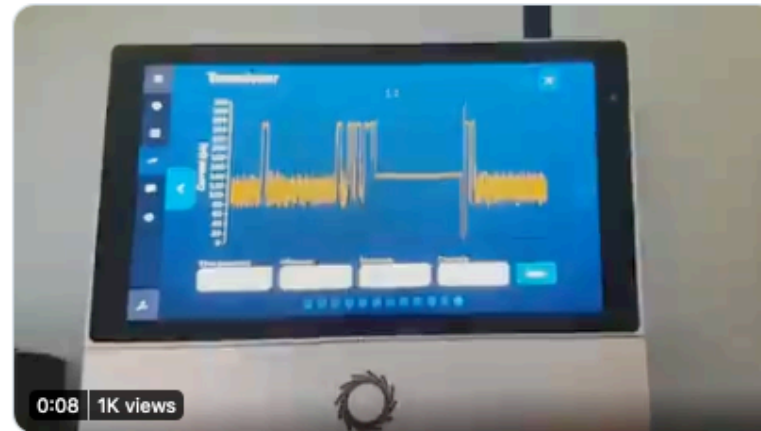
- Tweets
- Tweets & replies
- Media
- Likes

Pinned Tweet



Hugues Abriel @SwisslonChannel · Sep 14

This is why someone who loves #ionchannels is using @nanopore DNA sequencing technologies. Amazing that such an electric signal is translated into bases. Big Thank You to @BokhobzaA and Anne-Flore to help me for my #sabbatical @aimelumaka @GMubungu @jcmakson



0:08 1K views

- 2 replies
- 5 retweets
- 33 likes
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Bern · 38,045+ alumni · 42,240 followers

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### About

The University of Bern (German: Universität Bern, French: Université de Berne, Latin: Universitas Bernensis) is a university in the Swiss capital of Bern and was founded in 1834. It is regulated and financed by the Canton of Bern.... see more

See all

### People highlights

6,219 alumni working in Business Development



Dr. Anke, Christian, Nadine, Andreas & 6,215 others

1,762 alumni graduated in 2004



Andreas, Maroje, Chika, Dr. Anke & 1,758 others

+2 more highlights

### Promoted



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Improve the performance of your projects by up to 50%. Try monday.com now.

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### People also viewed

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Zurich  
65,720+ alumni

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# Science Community Engagement



Open Science Framework

zenodo

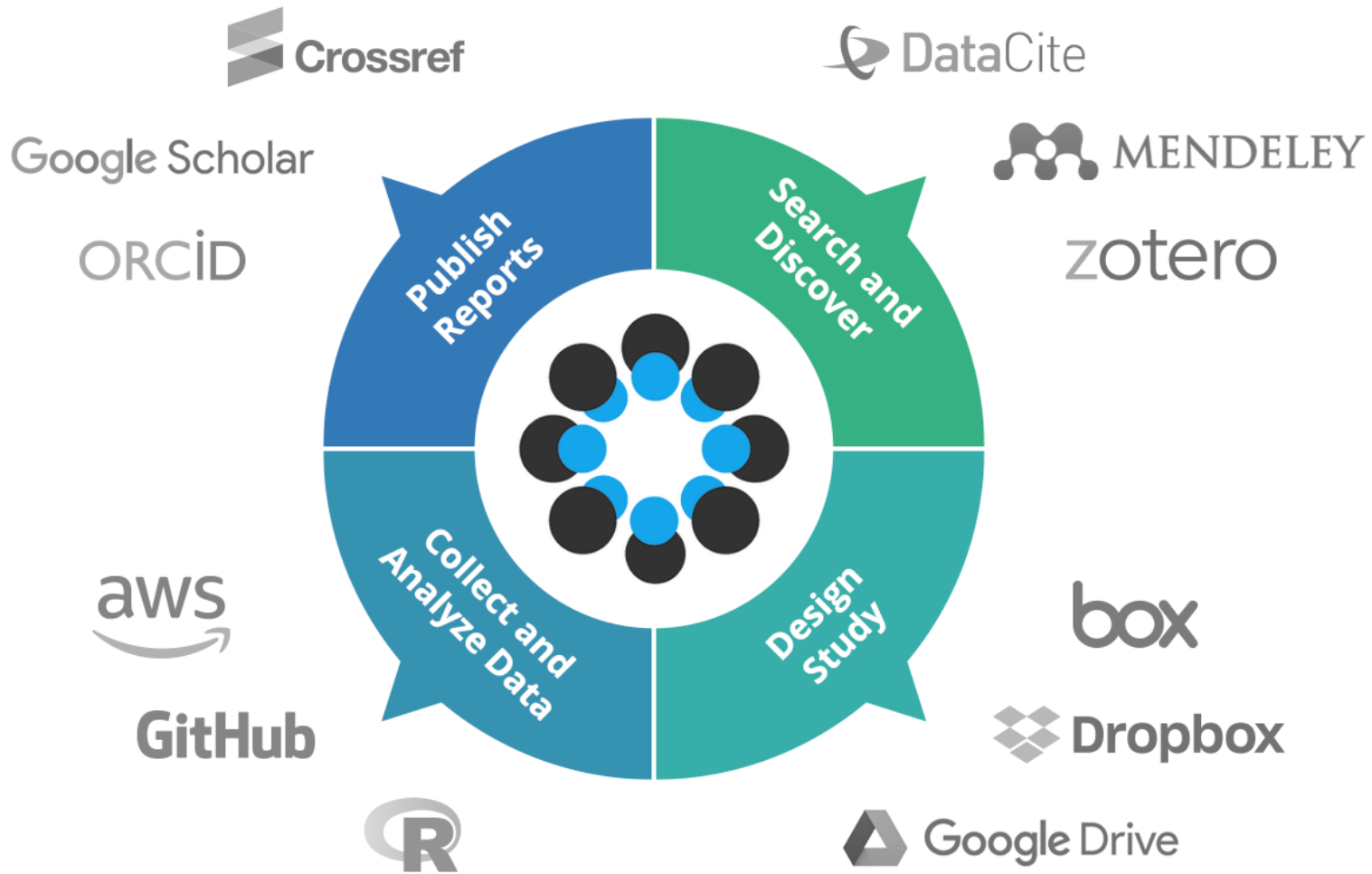
PubPub

OPEN PUBLISHING



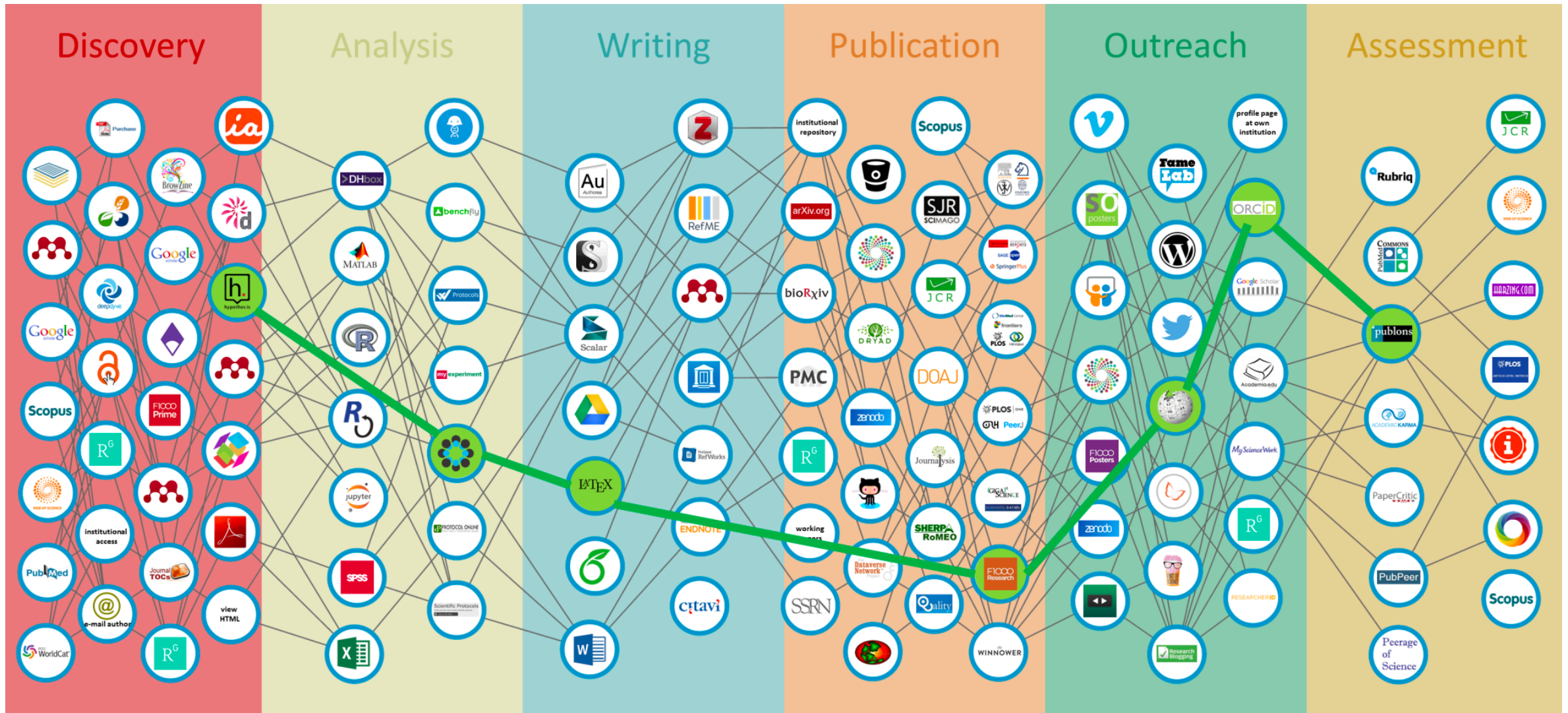
scienceOPEN.com  
research+publishing network

# Open up your research workflow

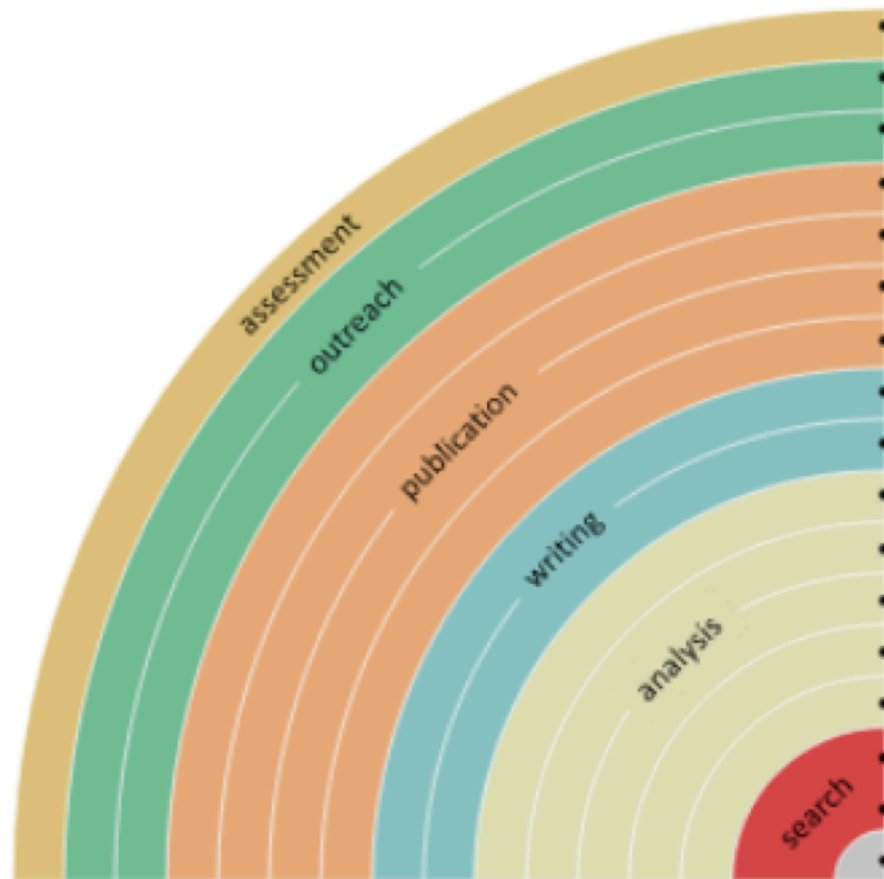




# Open up your research workflow



# You can make your workflow more open by ...



- adding alternative evaluation, e.g. with altmetrics
- communicating through social media, e.g. Twitter
- sharing posters & presentations, e.g. at FigShare
- using open licenses, e.g. CC0 or CC-BY
- publishing open access, 'green' or 'gold'
- using open peer review, e.g. at journals or PubPeer
- sharing preprints, e.g. at OSF, arXiv or bioRxiv
- using actionable formats, e.g. with Jupyter or CoCalc
- open XML-drafting, e.g. at Overleaf or Authorea
- sharing protocols & workfl., e.g. at Protocols.io
- sharing notebooks, e.g. at OpenNotebookScience
- sharing code, e.g. at GitHub with GNU/MIT license
- sharing data, e.g. at Dryad, Zenodo or Dataverse
- pre-registering, e.g. at OSF or AsPredicted
- commenting openly, e.g. with Hypothes.is
- using shared reference libraries, e.g. with Zotero
- sharing (grant) proposals, e.g. at RIO



# Build your own website

SILVIA M. LINDTNER

BOOKS ARTICLES GRANTS & AWARDS STUDENTS & POST-DOCS PRESS CONTACT



## BIO

Silvia Lindtner (she/her) is Associate Professor at the University of Michigan in the [School of Information](#) and Associate Director of the [Center for Ethics, Society, and Computing \(ESC\)](#). Lindtner has a courtesy appointment in the [Penny W. Stamps School of Art and Design](#) and is affiliated with several interdisciplinary centers and initiatives on campus including the [Lieberthal-Rogel Center for Chinese Studies](#), the [Science, Technology and Society Program](#), the [Digital Studies Institute](#), [Precarity Lab](#), the [Michigan Interactive and Social Computing Research Group](#), and directs the [Tech.Culture.Matters](#) research lab. She is the co-founder of the research collective [Hacked Matter](#), dedicated to critically investigating processes of technology innovation, urban redesign, and maker-manufacturing cultures in China.

Lindtner's research interests include cultures and politics of technology innovation and entrepreneurship as well as shifts in tech labor, industry, policy, and governance. Lindtner draws

## TALKS AND EVENTS

### PANEL: "CRITICAL CONVERSATIONS" #POLITICS, UM

Oct 14, 2020  
English Language & Literature

### BOOK TALK: CO-OPTING AI: CHINA, NYU

Oct 19, 2020  
Institute for Public Knowledge

### BOOK TALK: UNIVERSITY OF PENNSYLVANIA

Nov 6, 2020  
Center for the Study of Contemporary China

### BOOK TALK: WESTERN WASHINGTON UNIVERSITY

Jan 27, 2021

### BOOK CONVERSATION WITH LABOR TECH

Feb 26, 2021

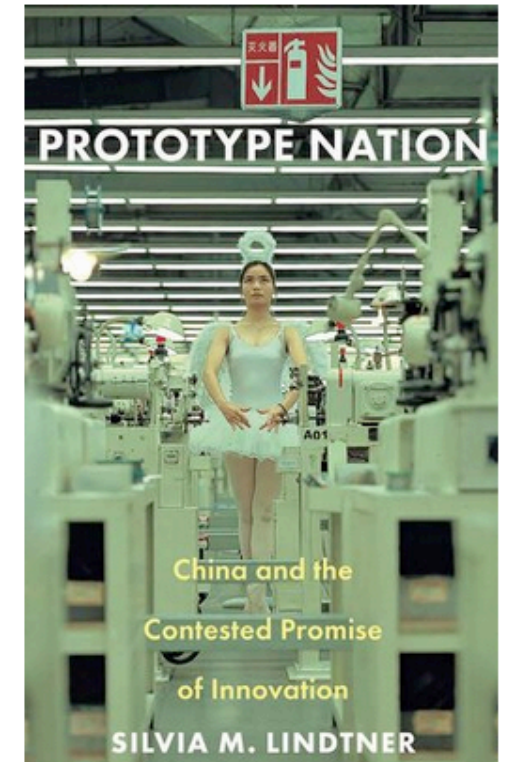
### ESC DIARIES: EXPERIMENTAL WRITING ABOUT OUR CURRENT MOMENT

ESC Diaries are short, recent, informal pieces of writing from the ESC community that respond to the current moment. They are

## NEWS

### MY FIRST BOOK IS OUT! GET IT [HERE](#) AND USE CODE P234 TO GET THE 30% DISCOUNT.

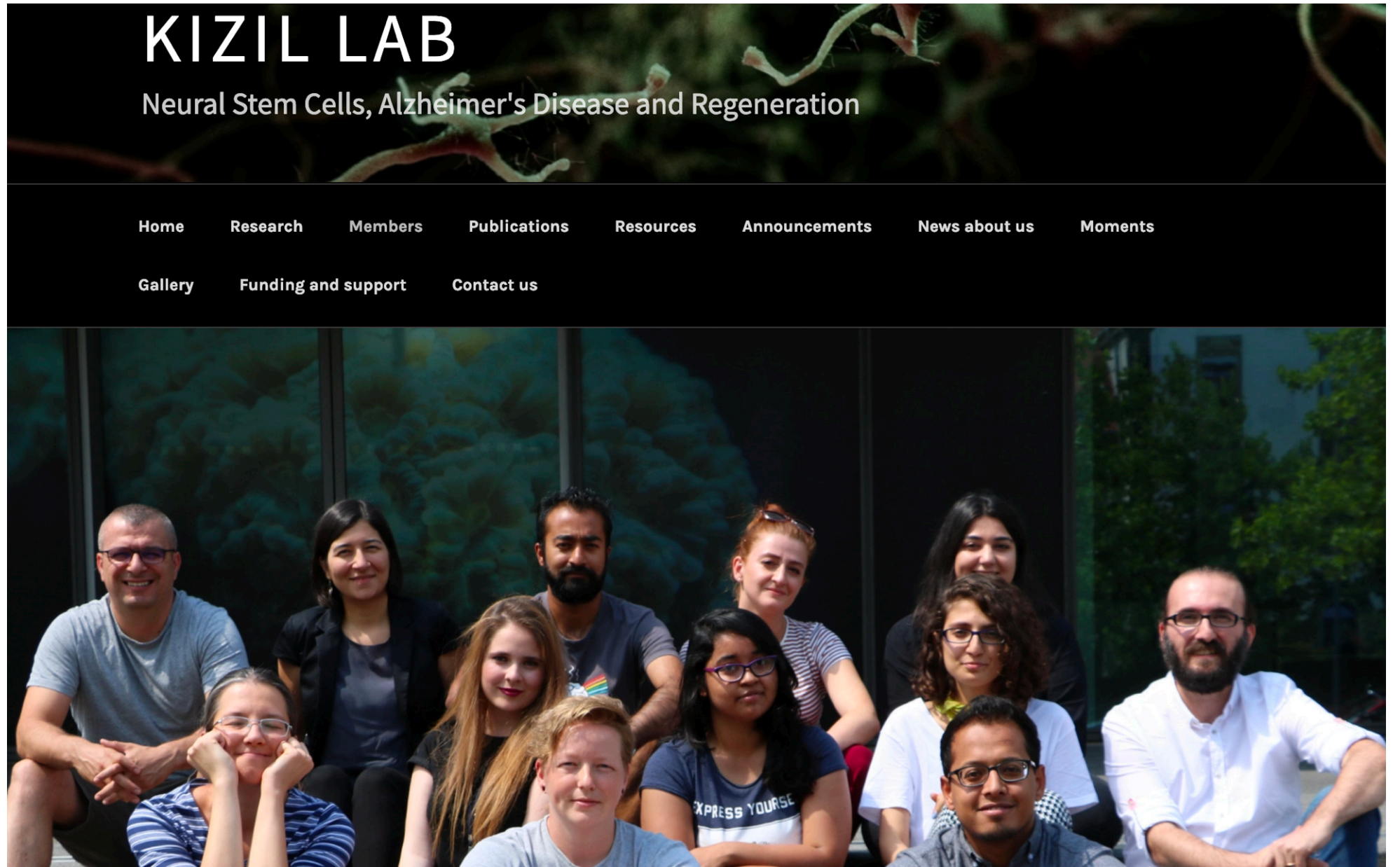
A vivid look at China's shifting place in the global political economy of technology production.



[silvialindtner.com](http://silvialindtner.com)



# Build your own website



# Develop your Digital Strategy

What are my topics and goals?

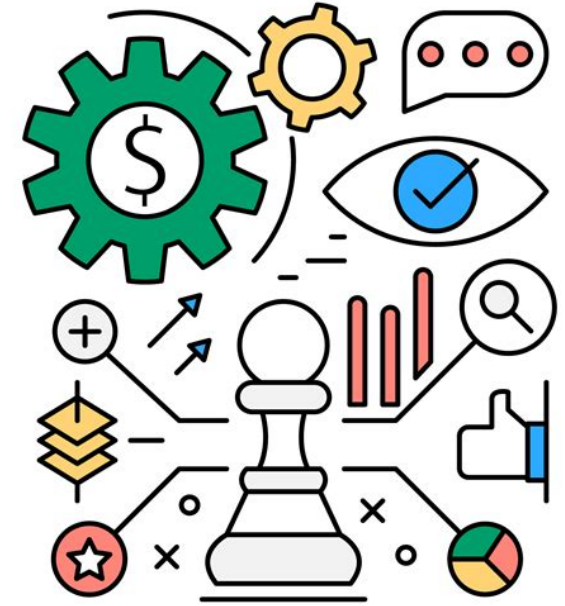
When and how often should I post?

Who is my audience?

Where should I communicate about my research?

How should I write?

Can I measure the return of investment (ROI)?



# Measure your impact



[impactstory.org](https://www.impactstory.org)

(non-profit)



[altimetric.org](https://www.altimetric.org)

(for-profit)

### ACHIEVEMENTS

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Every single one of your papers is free to read online. Wow! That's a level of access only 2% of other researchers achieve. Open access [helps real people](#), and that's pretty heroic.



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### TIMELINE

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
4245

Online mentions over 1 years




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2016


494 

 [Open Letter to The American Association for the Advancement of Science](#)  
2014




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ARTICLE #1 OF 100

# United States Health Care Reform: Progress to Date and Next Steps



SPECIAL COMMUNICATION IN **JAMA**

In the first academic paper to be published by a sitting president, Obama assesses the effect of the Affordable Care Act and recommends additional healthcare priorities for future governments.

[MORE DETAILS](#)

[FREE TO READ](#)



-  **315** news stories
-  **45** blog posts
-  **8,943** tweets
-  **201** Facebook posts
-  **2** peer reviews
-  **14** Reddit posts
-  **1** article on F1000
-  **2** Wikipedia citations



# Ten Simple Rules for Effective Online Outreach

Holly M. Bik , Alistair D. M. Dove, Miriam C. Goldstein, Rebecca R. Helm, Rick MacPherson, Kim Martini, Alexandria Warneke, Craig McClain

Published: April 16, 2015 <https://doi.org/10.1371/journal.pcbi.1003906>

- 1) Connect your research and outreach activities
- 2) Be strategic: set goals and measure success
- 3) Define your niche
- 4) Branding
- 5) Teamwork and community building
- 6) Storytelling
- 7) Grow your network across platforms
- 8) Collect and assess data
- 9) Adjust your strategy through trial and error
- 10) What is this all good for?



# Digital Reputation Building in Science

Writing Research Articles



Conducting Peer Reviews

Attending *Online* Conferences // connect in breakout session

Practicing Public Relations // Website - Social Media – Press

Measure impact // Alternative metrics



# DORA

## Improving how research is assessed

### For researchers

15. When involved in committees making decisions about funding, hiring, tenure, or promotion, make assessments based on scientific content rather than publication metrics.

16. Wherever appropriate, cite primary literature in which observations are first reported rather than reviews in order to give credit where credit is due.

17. Use a range of article metrics and indicators on personal/supporting statements, as evidence of the impact of individual published articles and other research outputs [11].

18. Challenge research assessment practices that rely inappropriately on Journal Impact Factors and promote and teach best practice that focuses on the value and influence of specific research outputs.

**Data security**

**Data privacy**

**Intellectual Property**

**Licences**





# Digital Reputation Building in Science



Dr. Johanna Havemann

Bern University | Oct 16, 2020



Access 2 Perspectives

Online Communication, Science & International Affairs

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