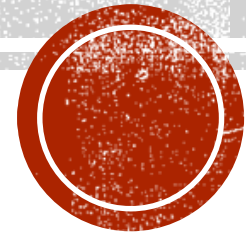


# MAKING EFFECTIVE USE OF BU PROFILES FOR GRACEFUL SELF-PROMOTION

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# GOALS FOR TODAY'S PRESENTATION

- Why self-promotion?
- Self-promotion: How?
- Make BU Profiles promote you.
- Promoting your next publication.



# 6 REASONS TO PROMOTE YOURSELF

- Everyone does it - if you don't - no one else is going to do it for you.
- Generally, not selfish or manipulative. Simply effective information transfer.
- Your reputation impacts your future opportunities, then your performance further impacts your reputation.
- Your professional life & outputs are public – You need to control it
- You have knowledge, talent and important skills & accomplishments
  - Your community & the world need to know about you & that you can help – So share.
- Not sharing your discoveries/new methods deprives others from confirming, improving or using the finding in other ways.



# 5 MORE REASONS TO PROMOTE YOURSELF

- The more people you know & know you the more opportunities you & they will have.
- Just one person can change your life.
- Sharing information about you, your talents & accomplishments will help a young investigator find the right mentor (You).
- Disseminating information about yourself & your work can bring deserved recognition & may benefit your field or the wider community.
- The BU & BMC both benefit from the world knowing about you and your work. If BU & BUMC Benefit you benefit too.



# **RESEARCH NETWORKING (RN)**

**To discover & use academic information  
(expertise & works) generated by scholars to  
advance the goals & aspirations of one's  
research using traditional methods &  
electronic tools.**



# RESEARCH NETWORKING SITUATIONS

**Assemble a research team /**

**Enable a research team find you**

- Topic Area / Expertise is needed

**Look for collaborator /**

**Enable a potential collaborator find you**

- Topic Area / Expertise needed

**Look for a mentor /**

**Enable a potential protégé find you**

- Topic Area / Rank / Evidence of Mentoring a/o Funding



# RESEARCH NETWORKING SITUATIONS

## **Find a new area of research**

- Discover new topic area / Find potential collaborator(s)

## **Prepare for a professional conference**

- Prepare / Check out meeting attendees

## **Look for a funded Principal Investigator (PI)**

- Investigate topic area / Evidence of research funding

## **Find a reviewer for your paper / Enable a journal to recruit you to peer review**

- Use a collaborator of a well known peer





# RN TOOLS: CREATE CONNECTIONS

- **Between people** - Faculty, investigators, scholars, clinicians, community partners, & facilities,
- **By creating** - Public expertise & experience profiles,
- **Using** - Data from disparate sources (Institutional systems, national research networks, public research data (grants & publications) & restricted/proprietary data,
- **To facilitate** - New collaborations & team science to address research challenges,
- **By accelerating** - Discovery & recommendation of researchers, expertise & resources.





# IT'S ALL IN THE RELATIONSHIP

Prey



Predator

Predation



# IT'S ALL IN THE RELATIONSHIP

Topic  
MESH



Authors

Collaboration



# IT'S ALL IN THE RELATIONSHIP

Alcohol  
& HIV



JH. Samet  
R. Saitz

Collaborators



# HOW ARE RN TOOLS DIFFERENT?

- Unlike basic search engines - **Google**
  - **RN Tools** access information in databases & other forms that are not public web based.
- Unlike “self-authenticated” social networking systems (e.g. **LinkedIn, Facebook, Doximity, etc.**)
  - **RN Tools** use authoritative & verifiable sources rather than a compendia mostly individually asserted information.
- Provide direct, flexible profile editing.



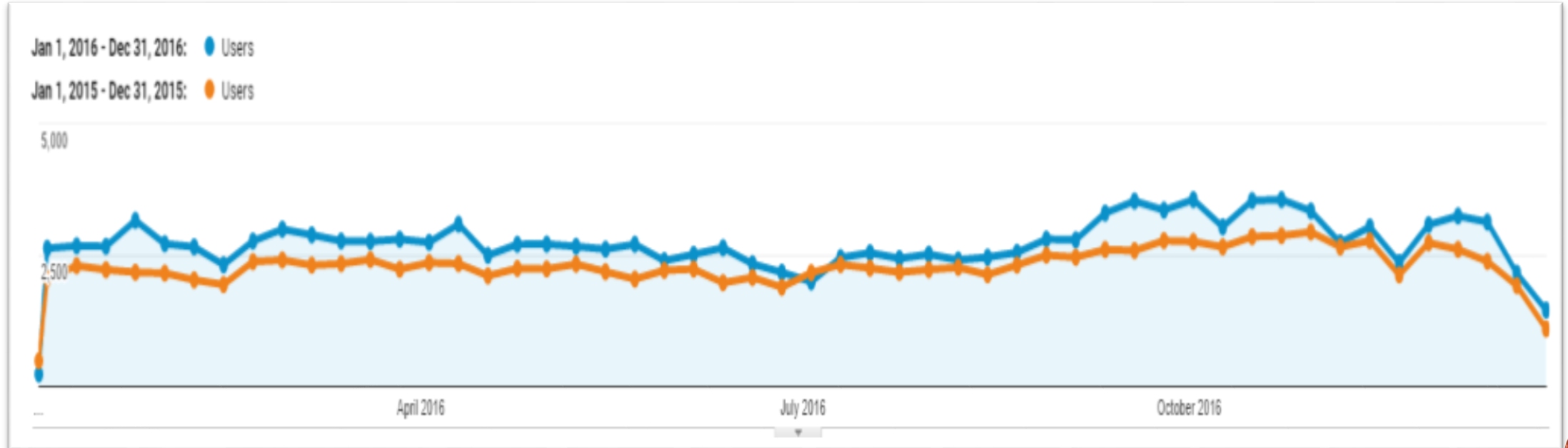
# WHAT DO RN TOOLS PROVIDE?

- Supplement Traditional Research Networking (human connector systems – ole boys network):
  - Can make non-intuitive matches
  - Doesn't depend on serendipity
  - Doesn't return only to previous collaborations / collaborators.
- Enables evaluation of current & longitudinal collaboration & cross disciplinary research / scholarly activity.



# RN TOOLS: BU PROFILES

- CTSI-BU Profiles website traffic (2015 vs. 2016)
  - 17.43% (118,382 vs 100,811) ↑ in total unique users
  - 19.80% (174,328 vs 145,510) ↑ in total visits
  - 11.81% (00:01:27 vs 00:01:18) ↑ in avg. visit duration



# EDIT YOUR BU PROFILE: ITS EASY!

- Login: BU username / Kerberos password
- Consider your audience
  - Review / edit your publications, ensure they are correct.
  - Add Narrative content & Self-described Key-words.
  - Add Mentoring, Web page links & Social Media apps.
- Make yourself **Findable**:
  - Collaborator friendly / Industry friendly / Student friendly
- Mine/Analyze data on yourself & others.





# **SOCIAL MEDIA APPS: TWITTER, SLIDE-SHARE & YOUTUBE ON BU PROFILES**

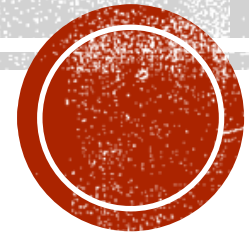
- Communicate findings & implications of your research quickly & easily.
- Share your unique perspective, knowledge, expertise & perspective with your colleagues & the public.
  - Access a larger, more diverse audience.
  - Enhance the speed & efficiency of scientific dissemination & translation of new knowledge, expertise and know-how.
  - Make it easier for potential academic or industry collaborators, students and trainees to find and contact you.



# CURATE: A BU PROFILE

<http://profiles.bu.edu/search/>

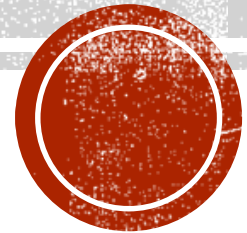
- **REVIEW PROFILE:** ORIENT to Key Components
- **CURATE PROFILE:** LOGIN | PHOTO | WEBSITES | AWARD & HONORS
- **CURATE PROFILE:** RESEARCH EXPERTISE & PROFESSIONAL INTERSTS
- **CURATE PROFILE:** SELF-DESCRIBED KEYWORDS
- **CURATE PROFILE:** PUBLICATIONS | eRA COMMONS ID
- **CURATE PROFILE:** ADD SOCIAL MEDIA WIDGETS



# USE: BU PROFILES

<http://profiles.bu.edu/search/>

- **SEARCH:** FIND-PEOPLE | MENTORS | EVERYTHING(KEYWORD)
- **SEARCH OTHER INSTIUTIONS:** FIND-EVERYTHING(KEYWORD)
- **INVESTIGATE A RESEARCHER:** CONCEPTS | TIMELINE
- **INVESTIGATE A RESEARCHER:** BU CO-AUTHORS | NETWORK | TIMELINE



# COMING TO BU PROFILES:

## BU/BMC GRANTS, ALTMETRICS

- **Will show grants for PI & Co PI using data from:**
  - BMC Sponsored programs office (Starting FY2000)
  - BU grants (CRC + BUMC) (>July 2011) / BUMC grants (>FY2000)
  - BU & BMC sections will have all grants (no \$\$)
  - Will show title, agency, subcontracting agency, role & project dates.
- **Altmetrics<sup>®</sup>: Automated research impact metrics on research discussed/shared/read/reviewed online**  
Social media, blogs, online news outlets, etc.)
  - Twitter, Facebook, Wikipedia, Mendeley & others.
  - Considered a more real time measure of impact
  - Compliments (not replace) existing forms of research evaluation such as pubs



ANY  
QUESTIONS  
?



# CONGRATULATIONS! YOUR ARTICLE HAS BEEN ACCEPTED. **NOW WHAT?**

- **First, know the journal's embargo policy.**
  - All journals have. Dictates when info publicly about article can be shared.
  - Most at initial article submission & lifted after publication.
  - While embargoed: Can share article privately with colleagues & the BU Communications Office (BUCO).
  - Can discuss article with trusted journalists, as long as no news stories are released until the embargo lifts.



# **NEXT, CONSIDER WHAT YOU WANT TO SAY & WHO YOU WANT TO REACH.**

- Will dictate which outlets are most appropriate for sharing your work.
- Will help you think about what you can do, what your BUCO can do & what the journal can do.
- Each outlet has unique expertise, experience & reach.





# PATHWAYS TO PROMOTE YOUR SCIENTIFIC PAPER

Promoter	Role	Reach
<b>You</b>	<ul style="list-style-type: none"><li>• Provide a first person account of your work</li><li>• Explain the applications &amp; implications of your work</li></ul>	<ul style="list-style-type: none"><li>• Personal &amp; professional networks</li></ul>
<b>Your institution</b>	<ul style="list-style-type: none"><li>• Provide guidance on which outlets are best for sharing your work</li><li>• Offer expertise on shaping the message for each audience</li></ul>	<ul style="list-style-type: none"><li>• Institutional community</li><li>• Local &amp; national media</li></ul>
<b>The journal</b>	<ul style="list-style-type: none"><li>• Gives weight to your work because of its reputation</li><li>• Provides perspective on how your work fits into current scholarship</li></ul>	<ul style="list-style-type: none"><li>• Journal readers &amp; society members</li></ul>



# COMMUNICATION STRATEGIES: TRADITIONAL MEDIA

- Contact BUCO as soon as article is accepted. Explain work, its importance & critical next steps in clear, nonscientific language.
  - Can find best media outlets & develop a outreach plan for those outlets.
  - Can provide you media training to ensure comfort discussing your work & help you shape audience-specific messages.
- Be available before/after your article is published for interviews.
- Consider visuals to accompany news stories (videos, graphics).
- You know your field best so share specialty-specific or foreign outlets/contacts you have with BUCO staff who may not them.
- Connect BUCO and journal's editorial staff to coordinate efforts.



# COMMUNICATION STRATEGIES: SOCIAL MEDIA



## ■ **Twitter**

- Ask Journal & BUCO to tag your handle in tweets they send.
- Tag KEY handles: Journal, Coauthors, Institution, Funders, or other involved organizations.
- Use relevant hashtags to reach a broader audience.
- Include article link on the journal's Web site. Use shortened URL (bit.ly or owl.ly).
- Include visual when appropriate (e.g. Photo/Graphic from article –non-prof ok).



## ■ **Facebook**

- Post a 1-2 sentence description of your article (< 400 characters).
- Include a link to article on the journal's Web site & a visual if appropriate.



## ■ **LinkedIn**

- Post a 1-2 sentence description of your article both to your personal page so your network will see your work & to any groups whose work is relevant.
- Include a link to article on the journal's Web site & a visual if appropriate.



# COMMUNICATION STRATEGIES: OTHER APPROACHES

- Share your work:
  - In medical school/hospital/university/alumni newsletters & Web sites & in appropriate trade publications. The BUCO can help you facilitate.
  - Mention on appropriate blogs.
  - Ask Journal to share your work on its blog (if available).
  - Post a description of your work on:
    - Personal blog or Web site.
    - Scholarly networking Website: Mendeley or ResearchGate.
- Whenever possible: include a link to your article on journals website.



ANY  
QUESTIONS  
?

# **IMPACT: TRADITIONAL METRICS**

## **Methods of evaluation of research**

- Usage Download / Views
- Peer Review
- # of citations (Scopus, Google Scholar)
- Journal Impact Factor (Thomson Reuters)
- h-index



# **IMPACT: TRADITIONAL METRICS**

## **Limitations & Criticisms**

- “Gaming” the metrics
  - E.g. Self citations
- Lagging indicators
- Not all impactful research is cited
- Ignores other forms of impact





# **IMPACT: ALTERNATIVE METRICS OF IMPACT (ALTMETRICS)**

- Scholarly communication increasingly online → more indicators available:
  - # of times article bookmarked, downloaded, saved, media coverage, cited in Wikipedia, & shares on social media (blogged about, tweets)
- Beyond citations – Context Matters:
  - Who said it, & what did they say?
- Can include on grant applications, CVs.



# ALTMETRICS: POTENTIAL ADVANTAGES

- More nuanced understanding of impact
- Focus on readership - Measures degree scholarly products read, discussed, saved, recommended & cited by tracking diffusion & reuse indicators.
  - Usage: downloads, views, etc.
  - Captures: favorites, bookmarks, etc.
  - Mentions: blog posts, news stories, Wikipedia, etc.
  - Social Media: Tweets, Google +1's, Facebook, etc.
  - Citations: Scopus, Google Scholar
  - Collaborative annotation tools: social bookmarking, Google+.
  - Reference management services: Mendeley).



# ALTMETRICS: POTENTIAL ADVANTAGES

- Timely: evidence of **impact in days not years**.
- Impact of **web-native** scholarly products:
  - datasets, software, blog posts, videos & more.
- Indicates **impact on diverse audiences**:
  - scholars, practitioners, clinicians, educators & the general public.



# RESOURCES

- ImpactStory <http://impactstory.org/>
- Plum Analytics <http://www.plumanalytics.com/>
- Altmetric <http://www.altmetric.com/>
- NISO <http://www.niso.org/home/>
- DORA <http://www.ascb.org/dora/>



# OTHER TOOLS

- SciENCv
- myCV



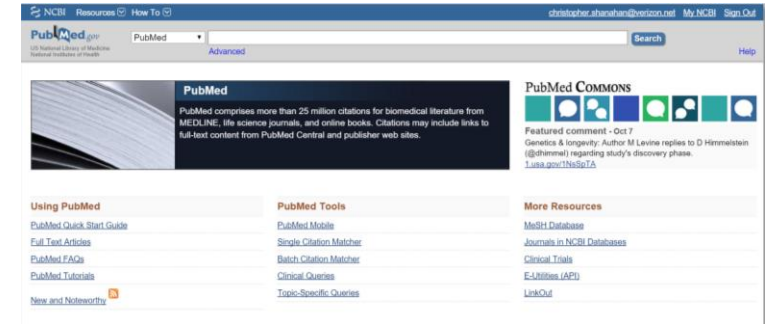


## What **SciENCv** does:

- Eliminates repeated entry of biosketch information
- Reduces administrative burden a/w federal grant submission & reporting requirements
- Access to a researcher claimed data repository w/ information on expertise, employment, education, & professional accomplishments
- Researchers can self describe their scientific contributions

## Principles of **SciENCv**:

- Any researcher may register
- Leverages data from existing systems
- Researcher
  - Owns, edits & maintains data/information
  - provides own data to describe research outcomes
  - Controls what data are public
  - Controls biosketch data



# MY CV (SYMPLECTIC) IS COMING



- Faculty edit most if not all of their content in myCV
- Faculty will have record level control
- Maximizes data from authoritative sources
- Disambiguates using multiple sources (*Web of Science, etc.*)
- Subset of data will be pushed to BU Profiles automatically.
  - Caveat: No guarantee ALL BU Profiles content will be editable in My CV (TBD).
- Will eventually enable easy creation of:
  - Up to date CV's & NIH/NSF Biosketches
  - Assessment / Annual review process





ANY  
QUESTIONS  
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