Christopher Shanahan, MD, MPH
Faculty Lead, Research Networking, BU CTSI
Assistant Professor of Medicine, BUSM
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.
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

Predator

Prey

Predation
IT'S ALL IN THE RELATIONSHIP
IT’S ALL IN THE RELATIONSHIP
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.
- 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 INSTITUTIONS: 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®: 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.
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.

Gallo, Toni MA, Academic Medicine; December 2016 – Vol 91 # 12 - p e9
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

<table>
<thead>
<tr>
<th>Promoter</th>
<th>Role</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>You</td>
<td>• Provide a first person account of your work</td>
<td>• Personal &amp; professional networks</td>
</tr>
<tr>
<td></td>
<td>• Explain the applications &amp; implications of your work</td>
<td></td>
</tr>
<tr>
<td>Your institution</td>
<td>• Provide guidance on which outlets are best for sharing your work</td>
<td>• Institutional community</td>
</tr>
<tr>
<td></td>
<td>• Offer expertise on shaping the message for each audience</td>
<td>• Local &amp; national media</td>
</tr>
<tr>
<td>The journal</td>
<td>• Gives weight to your work because of its reputation</td>
<td>• Journal readers &amp; society members</td>
</tr>
<tr>
<td></td>
<td>• Provides perspective on how your work fits into current scholarship</td>
<td></td>
</tr>
</tbody>
</table>
**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: Mendley).
**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?