

Social & Information Networks

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This module is aimed at developing skills necessary for adapting the new models of information delivery in academic set ups. These include social network platforms. The module will also explore new trends in information processing; and how to access these platforms for lifelong learning.

- A social network is a description of the social structure between actors, mostly individuals or organizations. It indicates the ways in which they are connected through various social familiarities ranging from casual acquaintance to close familiar bonds
- A social network site allows people who share interests to build a 'trusted' network/ online community. A social network site will usually provide various ways for users to interact, such as IM (chat/ instant messaging), email, video sharing, file sharing, blogging, discussion groups, etc.

What is Your Network?

- When your connections invite **their** connections, your Network starts to grow.
Your Network is your connections, their connections, and so on out from you at the center.
- **How do you classify users?**
Your Network contains professionals out to “three degrees” — that is, friends-of-friends-of-friends. If each person had 10 connections (and some have many more) then your network would contain 10,000 professionals.

How do you see who is in your Network?

- LinkedIn lets you see your network as one large group of searchable professional profiles.

Online Scholarly Presence

- What are you hoping to get out of an online scholarly presence?
 - Networking?
 - Putting your work out there?
 - Making a name for yourself?
- What do you have time to manage?
- How can you make the systems work for you?
- Do you want your presence to be personal? Professional? Both?

Online Scholarly Presence

<u>Content Platforms</u>	<u>Purpose</u>	<u>Caveats</u>	<u>Personas</u>
Academia.edu	The purpose of academia.edu is to allow academics to share their research, monitor the impact of their research, and track the research of other academics they follow.	Has one of the largest membership bases	Networked
Google Scholar	The Google Scholar profile is public and allows you to track the number of citations to your articles and calculate your citation metrics.	Anyone can see the number of times your work has been cited as well as the scores assigned to it	Formal
LinkedIn	LinkedIn is a social networking tool for professionals that is especially useful for promoting your image and finding out about potential employers/employees.	Premium accounts available for a fee, the cheapest starting at \$19.95/month	Networked

Online Scholarly Presence

ORCID	ORCID is an cross-disciplinary service that creates and maintains a registry of unique researcher identifiers and then links research output to these identifiers.	Different membership/subscription fees for organizations	Formal
ResearchGate	ResearchGate is a social networking tool for scientists and researchers that provides the opportunity to connect and collaborate, make your research visible, and obtain stats and metrics.	Very interactive, oriented towards collaboration and discovery	Networked
Twitter	Twitter is a social networking and micro-blogging service that allows users to follow other users.	Micro-blogging means only 140 characters per "tweet"	Networked Comprehensive

Best Practices and Tips

- Maintain your profiles
- Be consistent!
- Use your full name
- Keep discoverability in mind
 - Twitter handles, ORCID, DOIs on publications/ CV
- Cross-link your different profiles
 - ORCID

- **Assessment**

How do I figure out if I have improved?

- **Google yourself again!**

- ✓ Increased discoverability
- ✓ Consistent communication with others
- ✓ Less or no false/ misleading information
- ✓ Possible creation of research relationships

- **Altmetrics**

- ✓ Impact Story as a tool
- ✓ How are you conversing with the community at large?
- ✓ Tweets, bookmarks, link sharing, storage
- ✓ Data, multimedia projects, digital publications

Thank you



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