

Visibility – for you and your publications

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ADVALUE

Agenda

- Why visibility?
- Open access
- Author IDs
- Arenas for attention



Why talk about visibility?

- Information overload means it's hard to be noticed
- Reaching the right audience is crucial
- Getting attention and cred – further finances and tenure
- Networking



Open Access

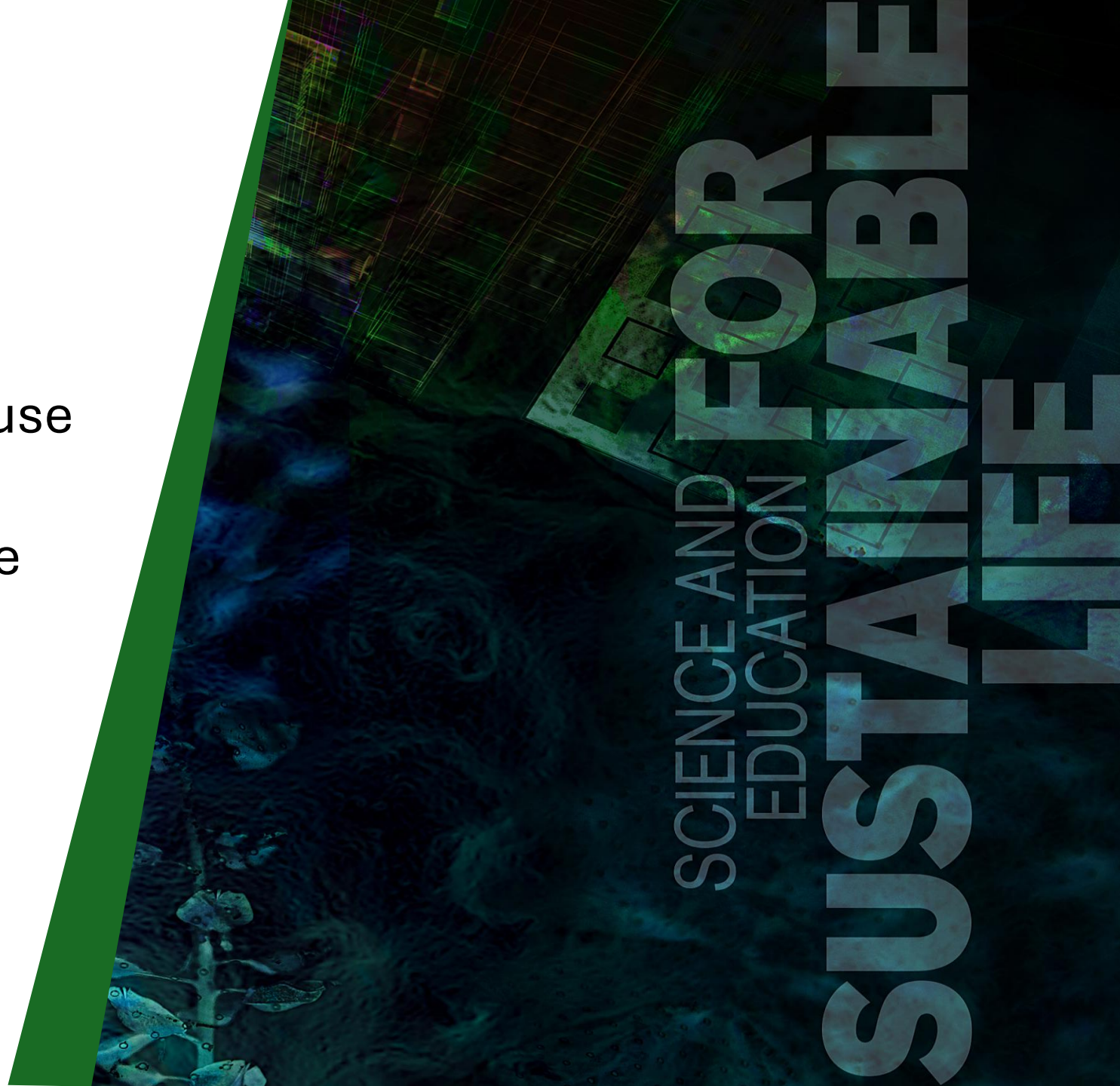
Open access (OA) is a great first step!

Whenever possible, make your publications free to read.



Why is OA good?

- Ease of access -> ease of use and more citations
- Openness benefits science
- Copyright, sharing
- Ethics



Can I make it OA?

- Check your institution's publishing deals and repository or University Press
- Check your project funding (OA money included?)
- Check publishers' waivers for low income countries
- Diamond (no fee) publishers (use <https://doaj.org/>)



If you can't make it OA

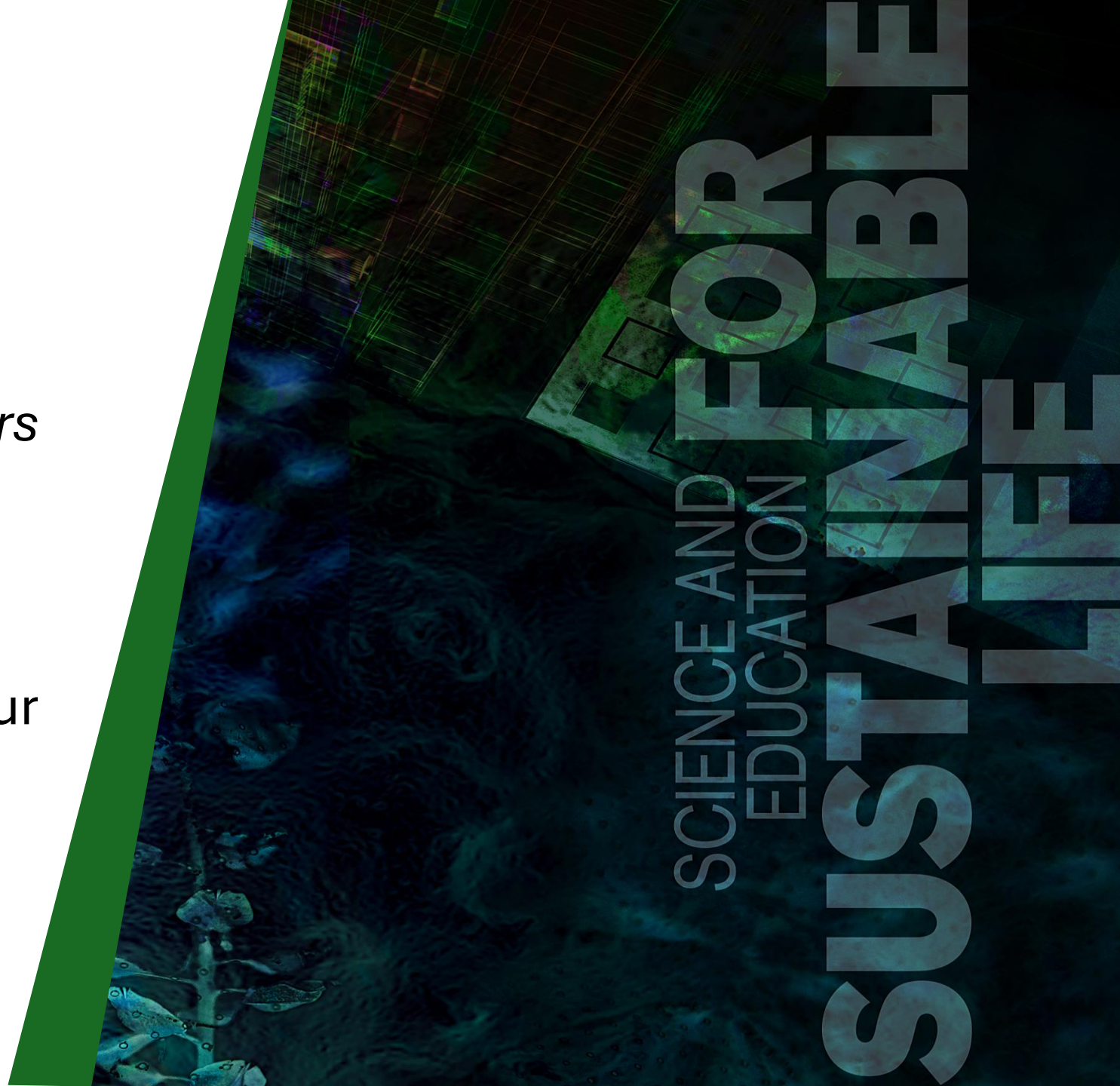
- Check rules for preprint and accepted version in contract
- Author copies?
- Collegial sharing



Author IDs

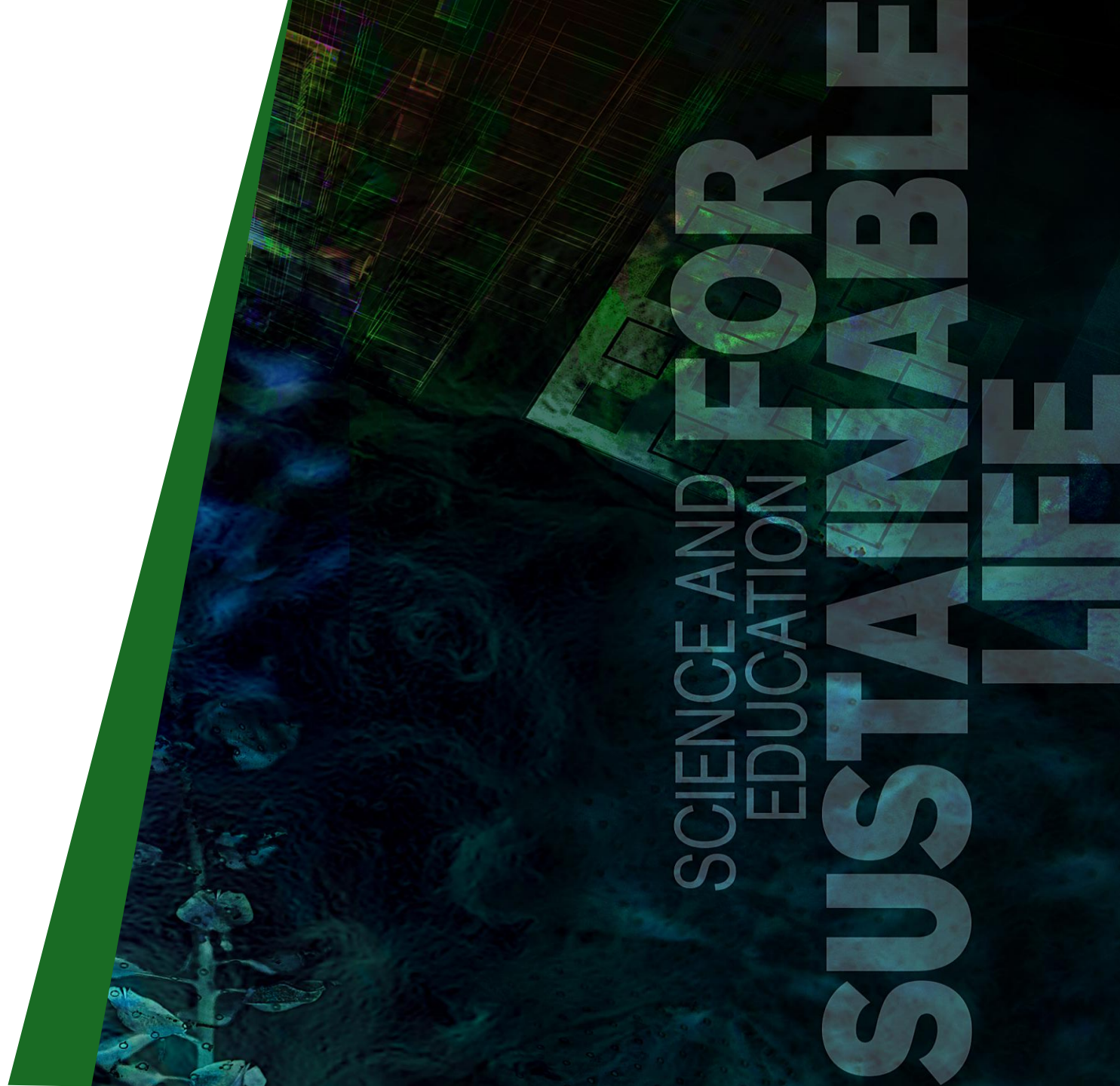
Personal identification numbers

- To reliably and permanently identify you as an author
- To manage and showcase your publication list



ORCID

- <https://orcid.org/>
- Non-profit
- Interoperable
- Often required by funders



Other IDs

- [ResearcherID](#) (Clarivate)
- [Scopus Author ID](#) (Elsevier)
- [IdREF](#) (L'abes)



Share and promote your work

- Where is your audience?
- In real life? Conferences, fairs and markets, radio, tv?
- **Online?** Social media, blogs, vlogs, news sites, repositories...



Social media 1

- Use **Facebook, LinkedIn, YouTube, BlueSky, Instagram, X, TikTok, local platforms...** spread your science far and wide!

Always remember copyright! Linking is safe.



Social media 2

Choose arenas depending on your work and what you are comfortable with:

Do you want to share images, graphs, sound, text, video...?

Different arenas are good for different things; consider your media and pick accordingly.



Wikipedia

- Share your knowledge and make it accessible!
Your research, your language.
- https://en.wikipedia.org/wiki/Wikipedia:Contributing_to_Wikipedia



Open repositories

- <https://figshare.com/>
- <https://zenodo.org/>
- <https://arxiv.org/>
- <https://www.biorxiv.org/>

...and many more!

**Always consider
copyright!**



Researcher platforms

- **Research Gate, Academia.edu** et al are very useful as well, but again:

Always remember copyright!

Also use for networking: finding new partners and projects



Linking is crucial

- No matter which platform: Link to your publications, even if they are not open access! → *Altmetrics*
- Altmetrics = *alternative scholarly impact metrics*
- Examples: <https://paperbuzz.org/>

To sum up...

- Visibility includes attracting attention to your work and finding new collaborators, as well as reaching outside the scientific bubble to the general public, practitioners, policy and decision makers.
- Depending on your research, your audience may differ, but whatever the audience or arena, visibility is about making your research known and, above all, **usable**.



Thank you for your attention!

Any questions?

SCIENCE AND
EDUCATION
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LIFE**