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## From Social to Scholarly and Back Again

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*Kudos*

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I'll kick off – 15 minute overview of social tools being used in scholarly workflows. Jill will then follow up with 15 mins on “where the librarians come in”!

**Abstract:**

Researchers are increasingly connecting and working together across institutional and global boundaries, thanks to networks like Academia.edu and ResearchGate, and networked tools like Mendeley. As research itself (not just the resulting publications) begins to break free of traditional containers, what kinds of support can information professionals provide? How can we extend actions we are already taking in virtual reference and virtual help, and expand them into these venues? What challenges are we likely to encounter? What existing services might we be able to draw on to help researchers maximize the reach and impact of their work, wherever it takes place? What metrics will we need to familiarize ourselves with, and how are these likely to evolve? Jill Emery (Collection Development Librarian at Portland State University) and Charlie Rapple (Marketing Director and Co-founder, Kudos) will help delegates explore this evolving landscape, and share experiences and ideas for how librarians and others in the “information community” might interact in future.

## Research is breaking free

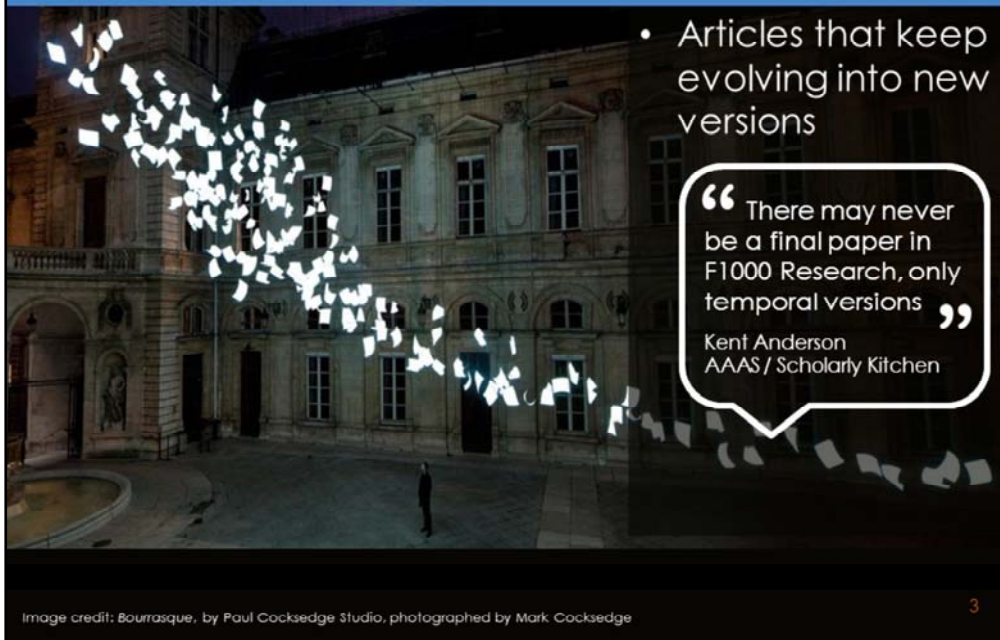


Image credit: Bourrasque, by Paul Cocksedge Studio, photographed by Mark Cocksedge

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Research— not just publications, but the processes of research itself - is beginning to exist outside of traditional containers

## Research is breaking free



- Articles that keep evolving into new versions

“ There may never be a final paper in F1000 Research, only temporal versions ”

Kent Anderson  
AAAS / Scholarly Kitchen

Image credit: Bourrasque, by Paul Cocksedge Studio, photographed by Mark Cocksedge

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The nature of an “article” is evolving

## Research is breaking free



- Rising popularity of alternative communications formats

“ More people look at my stuff on Slideshare than my published articles ”

Antony Williams,  
Chemistry Professor

Image credit: Bourrasque, by Paul Cocksedge Studio, photographed by Mark Cocksedge

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Other forms of communication are becoming more common and beginning to be validated as an output of research

## Research is breaking free

- Changes in how academics collaborate, manage data, share, teach ...

“ Research groups have become more interdisciplinary and international; sharing has increased ”  
STM Draft Principles for Article Sharing

Image credit: Bourrasque, by Paul Cocksedge Studio, photographed by Mark Cocksedge

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That includes data, with the big funding agencies now often requiring a data plan, and faculty realizing as a consequence that there's value in data, separately to the value in the article

Similarly, teaching resources are beginning to be recognised as a scholarly output, driven in part by the open educational resources “movement”

And publishers are recognising changing behaviors around how academics share papers, and are attempting to codify more flexible terms in this respect.

- STM Collaboration on article sharing - seeking feedback from authors & librarians



These changes have happened in tandem with – or been driven by – the explosion of the social software space, and these are the many tools that I’ve cherry picked to cover today. Maybe through the rest of the conference we should all play some kind of bingo with this slide and mark it up every time one of these services is mentioned.

#### CONCEPT

- Ideascale

#### FUNDING

- Indiegogo
- Fundly

#### EXPERIMENT

- Labguru
- Zooniverse
- Citizen Cyberlab

#### REPORTING

- Overleaf – free online platform for collaborative scientific writing and publishing

#### SUBMISSION / REVIEW

- Publons

## PUBLICATION

- F1000
- Figshare - store, share, discover research. manage your research in the cloud and control who you share it with or make it publicly available and citable
- Slideshare - upload and share publicly or privately PowerPoint presentations, Word documents and Adobe PDF Portfolios

## COMMUNICATION

- Twitter
- Kudos

## DISCOVERY

- Mendeley - a free reference manager and academic social network
- Readcube - Free reference & citation manager for article PDFs
- Papers - helps you collect, curate and share the research material that you're passionate about
- ScienceScape – for discovering and organising the research you care about
- Colwiz - lets you create citations & bibliography in 6500+ styles and allows you to set up your research groups on the cloud to easily share files and references
- Sparrho – personalised recommendations

## MEASUREMENT

- Altmetric
- Plum Analytics
- ImpactStory
- Snowball Metrics

## PROFILE

- Facebook
- LinkedIn
- ResearchGate - a network dedicated to science and research. Connect, collaborate and discover scientific publications, jobs and conferences
- Academia.edu – a place to share and follow research
- ORCID - a persistent digital identifier that distinguishes you from every other researcher ensures that your work is recognized.
- ResearcherID – a solution to the author ambiguity problem
- Scholar Citations Profile - a simple way for authors to keep track of citations to their articles
- Incend.net – beautiful and easy knowledge profiles – share the knowledge you are passionate about (“the first social network for your knowledge”)
- VIVO – cross-institution discovery of research




## Social throughout the research cycle



There is social software to support researchers at every stage of the research cycle.







Social ideas





# ideascale

Crowdsourcing of ideas for research (or service improvement) – anyone can post an idea and then encourage their network to comment and vote.

As an institution, you can define working groups around ideas, set up moderation, rewards, widgets and reporting

GEORGETOWN

UKSG – organization responsible for COUNTER, KBART and Transfer – now using Ideascale to get ideas for what other areas we should work on.  
 Institutions using this – more for service improvement than research ideas?  
 Researchers discussing ideas on Twitter, ResearchGate, Academia.edu, in blogs etc

## Social funding (philanthropy is back!)

**See also:**

- AngelList
- Fundageek
- Fundly
- Microryza
- PetriDish
- Pozible
- RocketHub
- SciFund Challenge
- Walacea

<http://uva.useed.net>

Fantastic that the web has brought philanthropy back! Ref RNLI

Crowdfunding as “getting rid of the gatekeepers” (Indiegogo’s founder Liz Wald) and “taking scientists out of their ivory towers” (Rockefeller University’s Director of Science Outreach – Dr Jeanne Garbarino)

– wouldn’t want this to replace all funding (what happens to unpopular things, and, what value is added by the more robust processes associated with traditional funding)

But exciting to see the kinds of amounts being raised – over half a million dollars for a patch to fight mosquitoes

Different models – “all or nothing” vs “keep it all” (however much is raised)

Not every site supports scientific research (e.g. Kickstarter)

You do have to pay around 10% commission

Institutions are getting in on the act – University of Virginia has set up a crowdfunding platform via USeed; Deakin University in Australia used Pozible

<http://www.elsevier.com/connect/how-to-use-crowdfunding-to-support-your-research>  
<http://www.theguardian.com/science/2015/jan/02/crowdfunded-science-scientists-fund->

research

## Social experiments (not as we know it)

New tools provide environments in which to:

- Plan / manage projects
- Publish, share, swap methods
- Compile papers, images, protocols, notes, results (file storage)
- Track materials
- Sign up for shared rooms, equipment etc

**See also:**

Harnessing "science attentives" to contribute to "real research"

**ZOONIVERSE**



citizen  
cyberLab



labguru



colwiz  
collective wisdom

**See also:**

**QUARTZY**

**my experiment**

### Networked approach to managing projects

MyExperiment.org - Publish, share and swap workflows – a pool of scientific methods  
 Labguru – run a research group – compile papers, images, protocols, notes, experiment workflows & results, material inventory etc – project planning (Basecamp style) – shared equipment sign up – etc

Colwiz – basically reference management? But has tasks, calendaring, file storage, and all can be set up as groups as well as individuals

Meanwhile – there are also interesting platforms for enabling “citizen scientists” or “science attentives” to participate in research

Ref SETI, penguins

# Social writing



**Overleaf**  
by write $\LaTeX$



See also:




Working together to write papers requires the ability to simultaneously work on documents, and keep track of edits and versions.

As software in this area becomes more social, it is also hooking into submission systems and workflows.

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Simultaneous, collaborative document writing, editing

Version / edit tracking

Supporting more complex typefaces such as LaTeX (for math formulae)

Better options for managing layout, citations etc

Some hook directly into the submission workflow

<http://www.nature.com/news/scientific-writing-the-online-cooperative-1.16039>

<http://blogs.lse.ac.uk/impactofsocialsciences/2014/04/04/five-collaborative-writing-tools-for-academics/>

## Social review

Two approaches to “social” reviewing:

- Public reviewing, enabling researchers to be credited for this valuable contribution:



# PUBLONS

EVALUATING ACADEMIC RESEARCH

- Reviewing post-publication, publicly though possibly anonymously in some services, to broaden and democratize the process of discussing research findings



See also:





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On the one hand: it's about doing review publicly, in order to be credited for it

On the other hand: it's about doing review post publication, possibly anonymously

Not necessarily replacing peer review – PubPeer provides a forum for anonymous discussion of anything with a DOI

On the other hand – F1000 research only publishes unreviewed papers, which are then reviewed publicly, by invitation

And some people consider (and I quote) “that journal publishing – and its vast associated expense – could be dispensed with if there is no longer a need for editors to organise peer review.”

Not to be confused with portable peer review, such as Peerage of Science (not inherently social? But still an interesting innovation!) – get reviewed before you submit!

PubPeer – helped expose two papers in Nature that had to be retracted .. But has also been subpoenaed by a scientist who claimed “that anonymous comments questioning his science cost him a lucrative job offer” – he wants to sue the people who made the comments

“Proponents of post-publication review say scrutiny by the whole community increases the chances of errors being spotted and significance being accurately identified. Some even hope that journal publishing – and its vast associated expense – could be dispensed with if there is no longer a need for editors to organise peer review.”

<http://www.timeshighereducation.co.uk/news/can-post-publication-peer-review-endure/2016895.article>

<http://blog.f1000research.com/2014/07/08/what-is-post-publication-peer-review/>



## Social publication



It's not just about the text!

Researchers need to be able to discover, re-use, cite  
– and be credited for – a wider range of outputs

- Datasets
- Slides
- Figures
- Audio
- Posters
- Video



See also:



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## Social communication

Talking about your research is proven to increase the impact of your research

See also:

- facebook
- ResearchGate
- LinkedIn
- Google+
- Academia.edu  
share research



KUDOS



twitter

It's helpful to do so in a way that enables you to track the effect of social communication on key metrics such as views, downloads, mentions, citations

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Obviously the explosion in social media has created many more ways for people to communicate about their research. And studies show that talking about your research, even in non-scientific forums, can increase its impact. So you can do that in generic places like Facebook, Twitter and Linked In. You can do it in researcher-oriented networks like ResearchGate and Academia.edu. In the middle there, Kudos, is my start-up that thinks it's helpful for academics to be able to use any communication channels they want. But to track all that activity in one place and map it against metrics such as views, downloads, mentions and citations. To help researchers and their institutions learn which channels are most effective for talking about their work.



Also been an explosion in social discovery.

There was a time we might have called this social bookmarking or reference management but these services have become so much more than that.

They're providing toolkits for annotating research and sharing notes with others

They're even encouraging publishers to experiment with new business models, like

Readcube's article rentals recently adopted by Wiley

And which is the technology behind Nature's announcements that all of their content would be free to read (just not to download or print)

Sparrho is a "one to watch" in the content recommendations space which is a direction I think we'll see lots of these bookmarking and reference manager services moving in.

#### DISCOVERY

- Mendeley - a free reference manager and academic social network
- Readcube - Free reference & citation manager for article PDFs
- Papers - helps you collect, curate and share the research material that you're passionate about
- ScienceScape – for discovering and organising the research you care about
- Colwiz - lets you create citations & bibliography in 6500+ styles and allows you to set up your research groups on the cloud to easily share files and references
- Sparrho – personalised recommendations

## Social metrics

Snowball Metrics

The more people conduct and communicate research in social ways, the more metrics can evolve to give a nuanced understanding of the effect of research throughout its life cycle

Providers are differentiated by data sources and algorithms

See also:

Altmetrics Initiative

Articles

working  
towards  
standards

Altmetric

PLUM  
ANALYTICS

Impactstory

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Then of course you want to measure the “social” aspects of how people are engaging with content, and all of these initiatives are working in this space

<http://www.projectcounter.org/counterarticles.html>

**Snowball project partners:**

- University of Oxford
- University College London
- University of Cambridge
- Imperial College London
- University of Bristol
- University of Leeds
- Queen’s University Belfast
- University of St Andrews
- Elsevier

**US working group**

- University of Michigan
- University of Minnesota
- Northwestern University
- University of Illinois at Urbana-Champaign
- Arizona State University
- MD Anderson Cancer Center

Kansas State University

**ANZ working group**

University of Queensland

University of Western Australia

University of Auckland

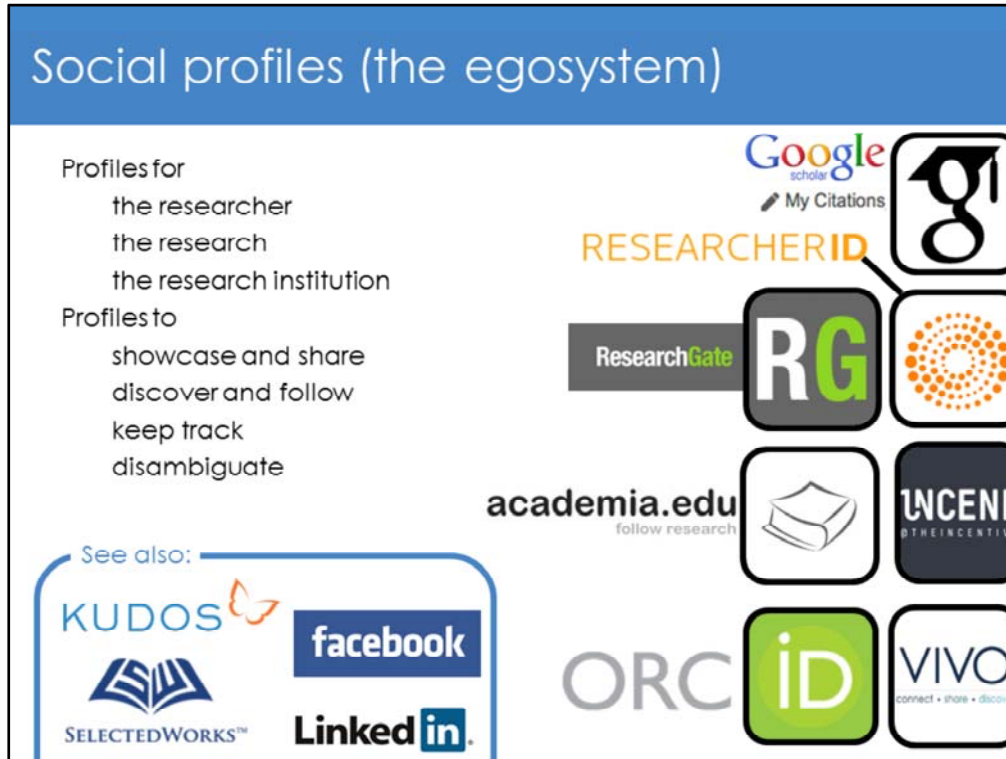
University of Wollongong

University of Tasmania

Massey University

University of Canberra

Charles Darwin University



And finally, people want to collate all the information about their work and show it off! Lots of different services enabling you to do this, either pivoting around the researcher in the case of things like ORCID, ResearcherID, Academia, ResearchGate Or around the research itself, in the case of Incend (and of Kudos) Or around the institution, in the case of Vivo (again, or Kudos)

### PROFILE

- Facebook
- LinkedIn
- ResearchGate - a network dedicated to science and research. Connect, collaborate and discover scientific publications, jobs and conferences
  - Academia.edu – a place to share and follow research
  - ORCID - a persistent digital identifier that distinguishes you from every other researcher ensures that your work is recognized.
    - ResearcherID – a solution to the author ambiguity problem
    - Scholar Citations Profile - a simple way for authors to keep track of citations to their articles
      - Incend.net – beautiful and easy knowledge profiles – share the knowledge you are passionate about (“the first social network for your knowledge”)
      - VIVO – cross-institution discovery of research
      - Selectedworks from BE Press - many US libraries use this platform to highlight local scholarship



So that's a really quick journey through LOTS of tools.

A big challenge for librarians (and others) in trying to incorporate social platforms into their services is knowing which horses to back!

Which of these will be hits?

## Remembering the misses



Which will enter the graveyard of misses?



## Where the Librarians come in



Given the changing landscape of scholarship and scholarly creation, academic librarians need to be attuned to where their faculty are participating in social networks and which networks they may be using to both obtain content as well as provide content.

Librarians need to be aware of new tools & services faculty may be using and become familiar with them.

Mentioned that we need to focus only on Western services but think globally to incorporate tools & services offered elsewhere in the world.

## Where the Librarians come in



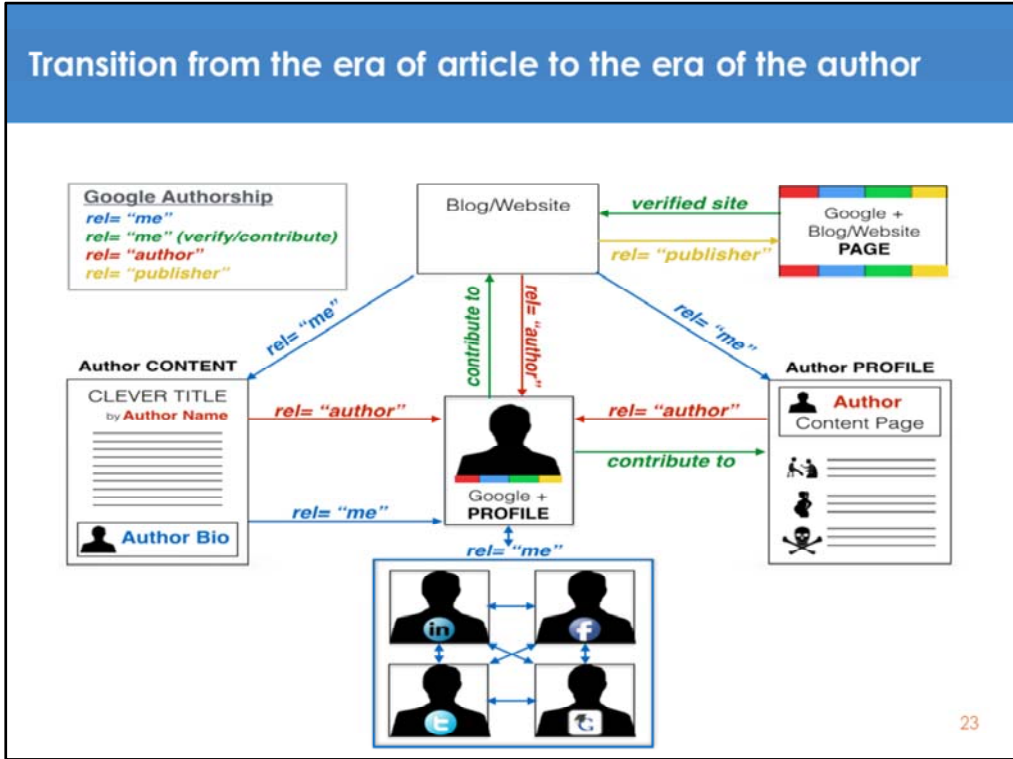
### Librarian Services to offer:

- **Reference & resource assistance within social media platforms**
- **Collection development**
- **Library services for research management**

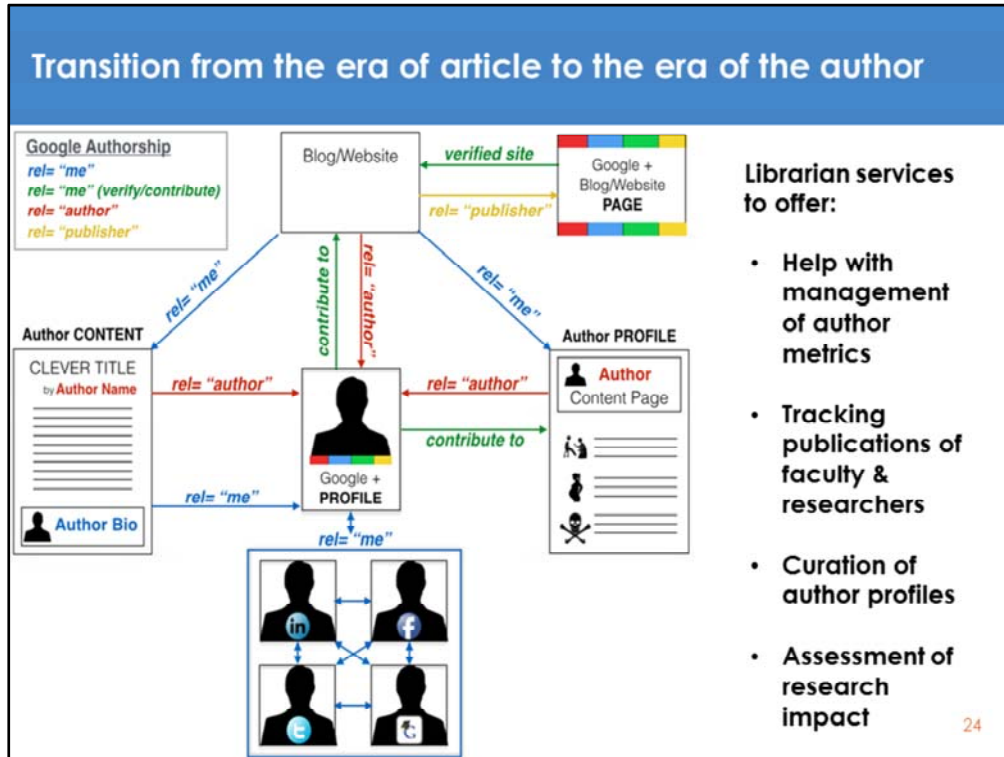
## Where the Librarians come in



- **Knowing where article sharing outside the library is occurring**
- **Help with the management of other scholarly objects**
- **Offering instruction & learning objects**



As Charlie has pointed out, there has been a definite shift from the era of the article to the era of the author in scholarly publishing. The focus is now on the impact of the individual over the impact of a journal. To this end, faculty, in particular are looking for ways measure their worth over the worth of their publications as a way to gain and retain tenure positions. Librarians are in the unique position of understanding how gather statistics and compile them in contextual ways that make sense both for the institution and for the individual author. Librarians are working more closely with research offices to help get at the metrics that work best for funded projects to show the impact that funders need.



Becker model: <http://www.researchtrends.com/issue-34-september-2013/the-becker-medical-library-model/>

**Advancement of Knowledge:** Advancement of knowledge represents research outputs and/or activities that contribute to the scholarly record

**Clinical Implementation:** Clinical implementation is the application or adoption of research outputs in clinical applications.

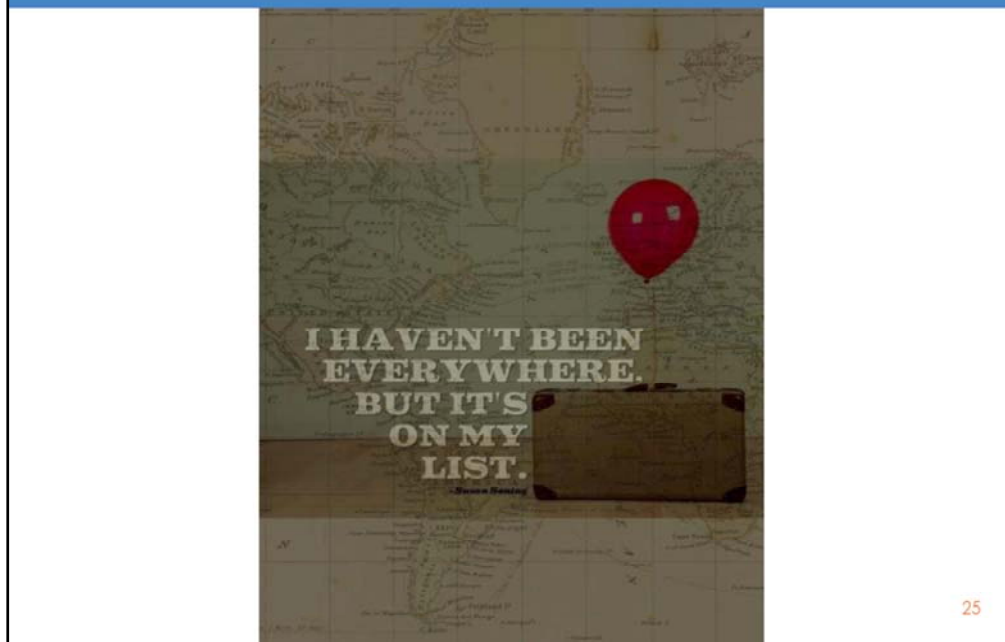
**Community Benefit:** Community benefit is the enhancement of well-being to the community as a result of research outputs and/or activities.

**Legislation and Policy:** Legislation and policy enactment represents codification of research outputs and/or activities into public law, guidelines, standards or policy.

**Economic Benefit:** Economic benefit represents economic outcomes as a result of research outputs and/or activities.

**Diffusion** represents translation of research outputs and activities that result in research impact. Diffusion is manifested in a variety of indicators that are categorized in pathways that represent specific areas where research impact can be identified. Pathways are flexible and fluid, and there may be overlap of indicators between pathways.

## Where are faculty in social media?



Different faculty in different disciplines end up on different platforms, so it may take some time for librarians to learn which platform they use most consistently and it is likely that even in a given discipline, different research focuses will use different tools. The best way for librarians to learn, is to work with faculty in-person to learn what tools they find the most useful for research discovery and management.

## Where are faculty in social media?

**Librarian services to offer:**

- Data management planning
- Understanding best portal to capture data
- Finding ways to measure impact of data

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With mandates from most of the major funders in the US & Europe, data management is becoming a key service area for librarians. Librarians are helping to develop data management plans that split data sharing between subject data portals like APA, SSRN, FigShare and locally hosted data management systems. Understanding where the best portal for data to reside is becoming increasingly important to both librarians and researchers so that mandates can be met for the sustainability of funding.

## Promoting the standards

STANDARDS



**i2**  
(Institutional  
Identifiers)

**NISO**  **Altmetrics  
Initiative**



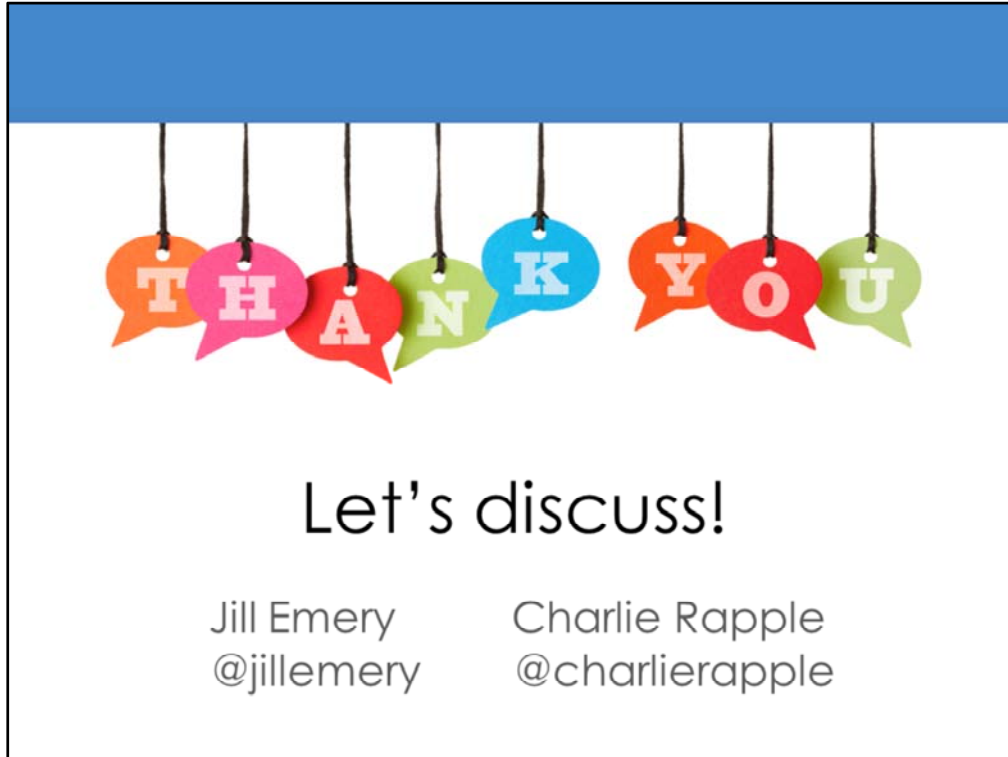
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One thing librarians can do readily is work with research offices and faculty to insure that standard mechanisms for tracking faculty and faculty research outputs are utilized. Knowing what your institutional identifier is and how to utilize it within publication systems goes a long way to being able to track faculty publication along with getting faculty registered for ORCIDs. Following the standard initiatives that help to develop new assessment metrics for data sets, visualizations and develop best practices for these assessments. Then utilizing tools like snowball metrics to benchmark institutional research outputs.





Lastly, librarians should be thinking of new tools that can be created to help facilitate a faculty/researcher's experience either within a social media platform or outside of it? What API tool would be most appreciated within a site like Mendeley that helps connect the researcher back to the content their institution licenses or has available for use? Can librarians help facilitate mash-ups between funding bodies and currently published research? What if you could readily deliver a data management template to a researcher when they are submitting their grant proposal? Librarians have the incredible insight of understanding the intersection between scholarly content and the members of their institution who are creating much of this content. How can we best capitalise upon this position and improve the mechanisms currently in place?



THANK YOU

Let's discuss!

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Services come and go – how do you make judgments as to which will survive?  
Are there disciplinary differences in how people are using these tools, where they are gathering?