Google Scholar & LinkedIn: Supercharge Your Researcher Profile

UCI Libraries’ Open Access Week Drop-in Session
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2017-10-25
What is Google Scholar Author Profile?

A.K.A. **Google Scholar Citations** -

A simple way for authors to monitor and display online **citations to their articles** and **citation metrics**, based on what is found within the Google Scholar search engine.
Why Create a Google Scholar Profile?

A Google Scholar Profile allows you as a scholar to:

- keep track of article use and see who is citing your publications
- follow other researchers and their publications in your field
- authorize Google to update your article list automatically or choose to update manually
- monitor and make corrections to your list of publications
- decide whether or not to share your profile publicly and have your profile included in Google Scholar search results
- promote yourself professionally at no cost
Paul Dourish
Chancellor's Professor of Informatics, University of California, Irvine
Verified email at ics.uci.edu - Homepage
Human-Computer Interaction  Social Informatics  Ubiquitous Computing
Science and Technology St...  Software Studies

<table>
<thead>
<tr>
<th>TITLE</th>
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<th>YEAR</th>
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<td>Where the action is: the foundations of embodied interaction</td>
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Cited by

- View All

Citations: 27953  
Since 2012: 11133

h-index: 68  
i10-index: 151

Co-authors

- View All

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Palo Alto Research Center

W. Keith Edwards  
Pennsylvania State University
<table>
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<td>L Arce, NN Yokoyama, ML Waterman</td>
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Carol M Connor  
University of California, Irvine  
Verified email at uci.edu  
reading  literacy  language  dialect  technology

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<td>Links between behavioral regulation and preschoolers' literacy, vocabulary, and math skills. MM McClelland, CE Cameron, CMD Connor, CL Farris, AM Jewkes, ... Developmental psychology 43 (4), 947</td>
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### Dan L. Burk

**Professor of Law, University of California, Irvine**  
Verified email at law.uci.edu - [Homepage](#)  
Law  Intellectual Property  Biotechnology  Patent  Cyberlaw

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| Federalism in Cyberspace                        | 829 *    | 1985 |
| DL Burk  
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| Is patent law technology-specific?              | 499      | 2002 |
| DL Burk, MA Lemley  
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| The patent crisis and how the courts can solve it | 458      | 2009 |
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| Fair use infrastructure for rights management systems | 407      | 2001 |
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| Anti-circumvention misuse                       | 274      | 2003 |
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**Cited by**  
- **Citations**: 7482  
  - Since 2012: 2326  
- **h-index**: 37  
- **i10-index**: 76

**Co-authors**

- Mark Lemley  
  Professor of Law, Stanford University  
- Sara Boettiger  
  UC Berkeley
Two Indices Explained

- **h-index**: a scholar with an index of $h$ has published $h$ papers, each of which has been cited in other papers at least $h$ times. This index:
  - reflects both the number of publications and the number of citations per publication
  - works most properly for comparing authors’ publishing in the same field

- **I10-index**: the number of publications with at least 10 citations. This index:
  - is very simple and straightforward to calculate
  - is used only by Google Scholar
Setting up a Google Scholar profile
Supercharge your Google Citations Profile

1. Use your permanent email - personal Gmail account
2. Make yourself approachable with a photo
3. Add appropriate keywords (“areas of interest”) to see who’s publishing in your field
4. Monitor and clean up your data - keep it current & believable
5. “Follow” yourself - create article and citation alerts
6. Make it public
7. Link to your website
Google Scholar Citations: Useful Resources

- [http://guides.library.ucla.edu/impact/author/googlescholar](http://guides.library.ucla.edu/impact/author/googlescholar) (intro & how-to’s)
- [http://blog.impactstory.org/impact-challenge-day-3-google-scholar/](http://blog.impactstory.org/impact-challenge-day-3-google-scholar/) (create profile)
- [http://blog.impactstory.org/make-google-scholar-better/](http://blog.impactstory.org/make-google-scholar-better/) (improve profile)
- [http://ideophone.org/some-things-you-need-to-know-about-google-scholar/](http://ideophone.org/some-things-you-need-to-know-about-google-scholar/) (good vs. bad comparison)
- [https://scholarlykitchen.sspnet.org/2012/12/12/gaming-google-scholar-citations-made-simple-and-easy/](https://scholarlykitchen.sspnet.org/2012/12/12/gaming-google-scholar-citations-made-simple-and-easy/) (gaming the system)
- [http://hlwiki.slais.ubc.ca/index.php/Author_impact_metrics](http://hlwiki.slais.ubc.ca/index.php/Author_impact_metrics) (metrics comparison)
What is a LinkedIn profile?

“Your profile is your LinkedIn page that describes your career history, education, and other related content you may want to publish. We have a variety of features that leverage your profile or others' profiles to help you meet your objectives. A complete LinkedIn profile can help you connect with opportunity.” - LinkedIn
LinkedIn reached out to a sample of its over 50 million US members to learn about who they are and what they do on LinkedIn.

212 million business leads generated in 2011 via LinkedIn.

3 out of 4 use LinkedIn to keep up on business news or research companies.

LinkedIn’s audience of professionals is one of the most influential, educated and affluent on the Web.

8 out of 10 LinkedIn members drive business decisions.

93% More likely to be college graduates than the average adult online.

$86K Average household income, 23% higher than the US general population.

LinkedIn members deeply value our brand as a professional, trusted, and remarkably different social environment.

81% of members prefer to have separate social networks for their personal and professional lives.

73% Members are more confident in the professional information on LinkedIn.

64% say LinkedIn helps them develop relationships and grow new business.

35% LinkedIn
35% Twitter
25% Yahoo! Groups
25% Facebook
Industries Represented By LinkedIn Users

- Higher Education: 18.7%
- Information Technology and Services: 13.9%
- Financial Services: 11.8%
- Retail: 10.9%
- Computer Software: 8.9%
- Marketing and Advertising: 8.4%
- Hospital and Health Care: 8.2%
- Insurance: 6.6%
- Oil and Energy: 6.6%

Source: zoomsphere.com
Why should Scholars use LinkedIn?

★ Showcase your work - online portfolio
★ Make and maintain connections
★ Expand your professional network
★ Get endorsements and recommendations
★ Get noticed and contacted by recruiters
★ Job hunting and application made efficient
I'm currently on LinkedIn... about to endorse the shit out of you.
Create LinkedIn Profile: Questions to Consider

➢ **Who** will look at your online profile?

➢ **What** do you want people to know about you?

➢ **Where** will they use this information?

➢ **Why** is your profile important?

➢ **When and how often** do you update your profile?

➢ **How** will you use your profile to your advantage?
Supercharge your LinkedIn Academic Profile

1. Make your profile public and yourself easy to find (customize your profile URL)
2. Use your headline as an “elevator pitch”: **3 keywords + 1 value proposition = headline success**
3. Put a face to your name (add a professional photo)
4. Hook your audience with a compelling summary section: be specific, be upfront about what you want, prove your value
5. Make your profile a “trailer”: differentiate from your CV; be selective
6. Add some eye-catching content: showcase your work
LinkedIn for Academics: Useful Resources

- [https://university.linkedin.com/](https://university.linkedin.com/) (LinkedIn for higher ed professionals & students)
- [https://www.slideshare.net/suebeckingham/enhancing-your-academic-online-presence-using-linkedin-55599504](https://www.slideshare.net/suebeckingham/enhancing-your-academic-online-presence-using-linkedin-55599504) (why & how)
- [https://blogs.shu.ac.uk/profiles/cases-2/?doing_wp_cron=1508267265.4958009719848632812500](https://blogs.shu.ac.uk/profiles/cases-2/?doing_wp_cron=1508267265.4958009719848632812500) (case studies with guidance)
- [http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/](http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/) (improve profile)
- [http://blog.impactstory.org/linkedin-networking/](http://blog.impactstory.org/linkedin-networking/) (networking on LinkedIn)
- [https://www.linkedin.com/pulse/20140903084304-182168546-linkedin-for-academics](https://www.linkedin.com/pulse/20140903084304-182168546-linkedin-for-academics) (study of LinkedIn for education)
“Social media gives more people a voice and provides a powerful tool for value creation and competitive differentiation.”

- Advanced Human Technologies, 2010