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Digital Footprint for the Personal Branding of Librarians in the Digital Society

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Abstract

Purpose:-The use of academic profiling sites is becoming more common, and emerging technologies boost researchers' visibility and exchange of ideas. In this paper highlighted profiling sites. These sites are Research Gate, Academia.edu, Google Scholar Citations, Researcher ID and ORCID, Scopus ID, Blogs, Personal Websites etc.

Design/methodology/approach:- The paper adopts the methodology of simple literature review and personal practical experience. The paper reveals a practical case of digital footprint management.

Findings:- Due to the need for librarians to embrace the unleashed steps in creating a digital footprint of themselves in the present dynamic information environment and emerging knowledge society, the various online avenues are revealed, which can lead the way for librarians in the journey of making a mark in the digital society. The concept of digital structural change is also raised, in connection with building a digital society. Some major points are raised in the paper which would immensely aid the contemporary librarian in building a lasting positive image, and reaching the apex in the library profession. Such major points as: personal branding of librarians, and managing your digital footprints.

Originality/value:- One of the first studies to report various digital footprint platform in the library science subject area.

Keywords:- Academic Footprint, Social Media, Open Access, Researcher ID, Google Scholar Citation, Digital Footprint, Personal Branding.

1. Introduction

Information and communications technologies are rapidly changing how academic achievements and reputation can be assessed. The internet is becoming an all-purpose source for scholarship. "Web mentions" and URL citations are an analog to journal citations for scholarly work appearing or referenced on web sites or blogs. Like article citations, web citations can represent the noteworthiness of a scholar's contributions. And like frequent academic journal citations, a wide range of web mentions adds to an academic's reputation and prestige.

The advantage of assessing a wider range of academic output conveys the breadth and reach takes a more holistic view of an academic's body of work, or figuratively, an overall "academic footprint". An assessment of the academic footprint and/or visibility approaches that of the actual tenure review process because it can include nearly all of the activities undertaken by a faculty member, including but not limited to: dissertation, book reviews, conference proceedings, conference presentations, research reports, funded grants, and teaching activities.

2. Academic Footprint

Developing skills to determine an individual's scholarly impact is becoming essential to advancing an academic career (Hirsch, 2007).
This *Calculate Your Academic Footprint* guide:

- Overviews a process for creating a master publication list and master citation list
- Explains how these master lists are possible through data available in citation-tracking databases, and through the support of a bibliographic management tool.
- Provides a process for keeping your citation counts current and relatively self-sustaining over time
- Describes how you can calculate a more robust and accurate h-index

2.1 The Process

The process offered by this guide enables authors to proactively produce an accurate publication list and to capture accurate citation counts for these publications. Following flow chart captures the major steps of the process:
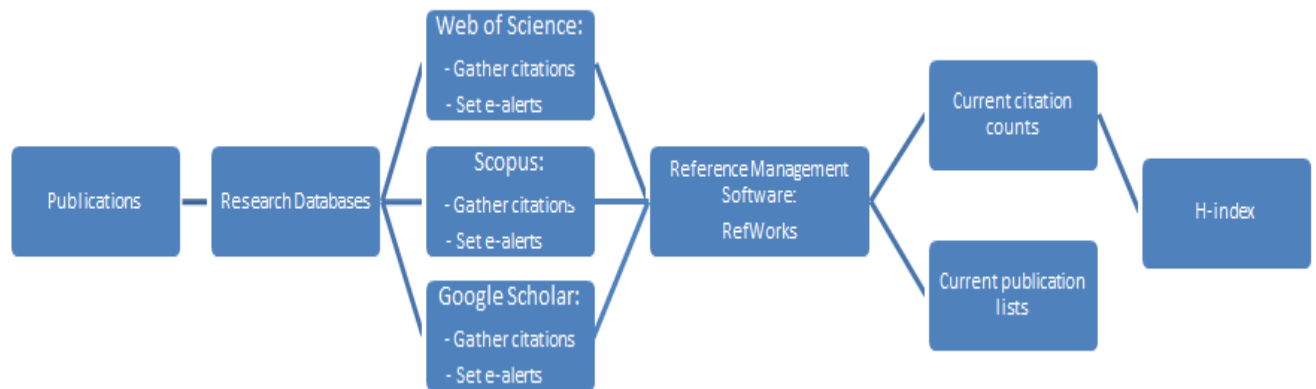
Fig.No.1 Authors Productivity Procedure

2.3 Author Profile

It is important for works to be correctly attributed to their author. Unfortunately, name ambiguity can sometimes make this challenging!

Name variants are a key example of name ambiguity and include:

- More than one author having the same name
- Similar spelling of name
- Incorrect name order
- Use or misuse of middle initial
- Different version of name used throughout career (name change, maiden name, married name, etc)

Researcher identification systems offer stable author identifiers, and provide one way that author name ambiguity can be proactively decreased. Common researcher identification systems include: ORCID, Scopus Author Identifier, Researcher ID, and Google Scholar Citation Profiles.

3 Researcher Identification Systems

A variety of free options allow you to create and maintain a stable researcher profile:

3.1 ORCiD:

ORCiD enables you to obtain a unique 16 digit identification number that can be used to tie you to your work. ORCiD enables communication across multiple platforms, including Scopus and Web of Science's Researcher ID.
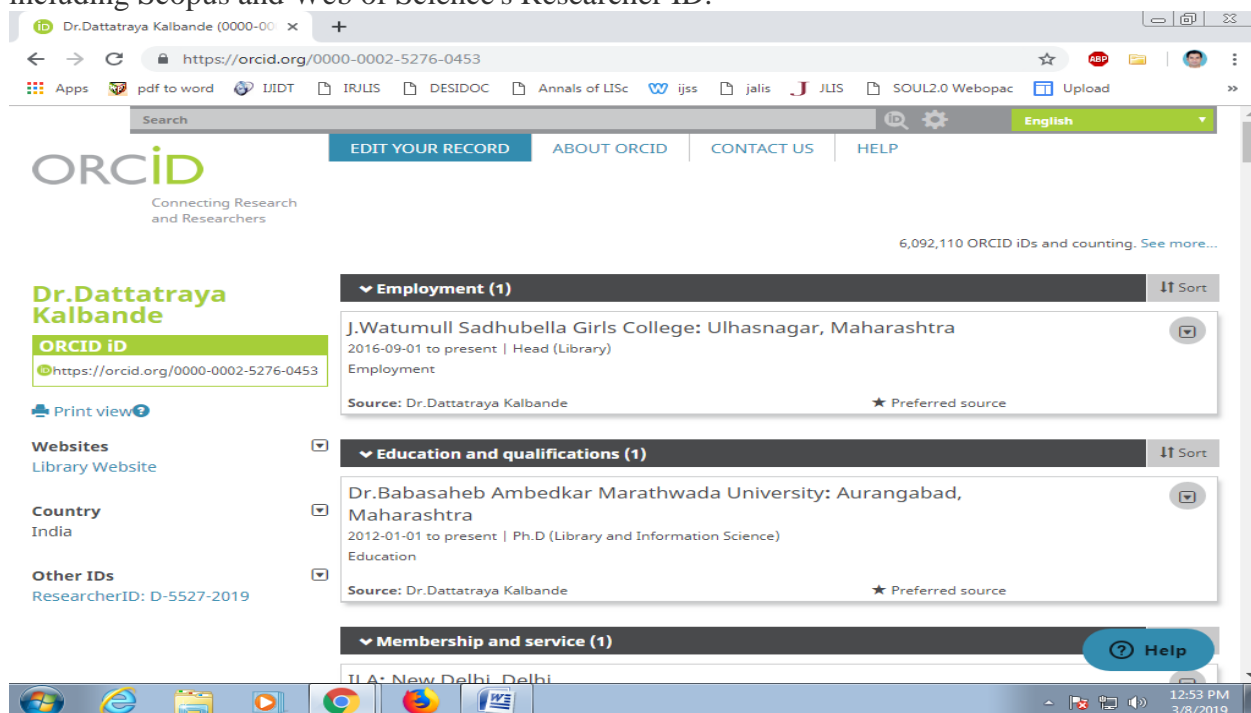

Fig. No:2 ORCiD Profile

3.2 Google Scholar Citations:-

Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites. Google Scholar helps you find relevant work across the world of scholarly research.

Fig.No:3 Google Scholar Profile

3.3 Scopus Author Identifier:

Scopus ID creates an Author Profile with an associated Author Identifier, and associates you with the publications that you have authored. Allows you to request changes when you notice inaccuracies in your Author Profile. Scopus also provides the Scopus2Orcid option as a way to link your Author Identifier information with your ORCiD identification number.
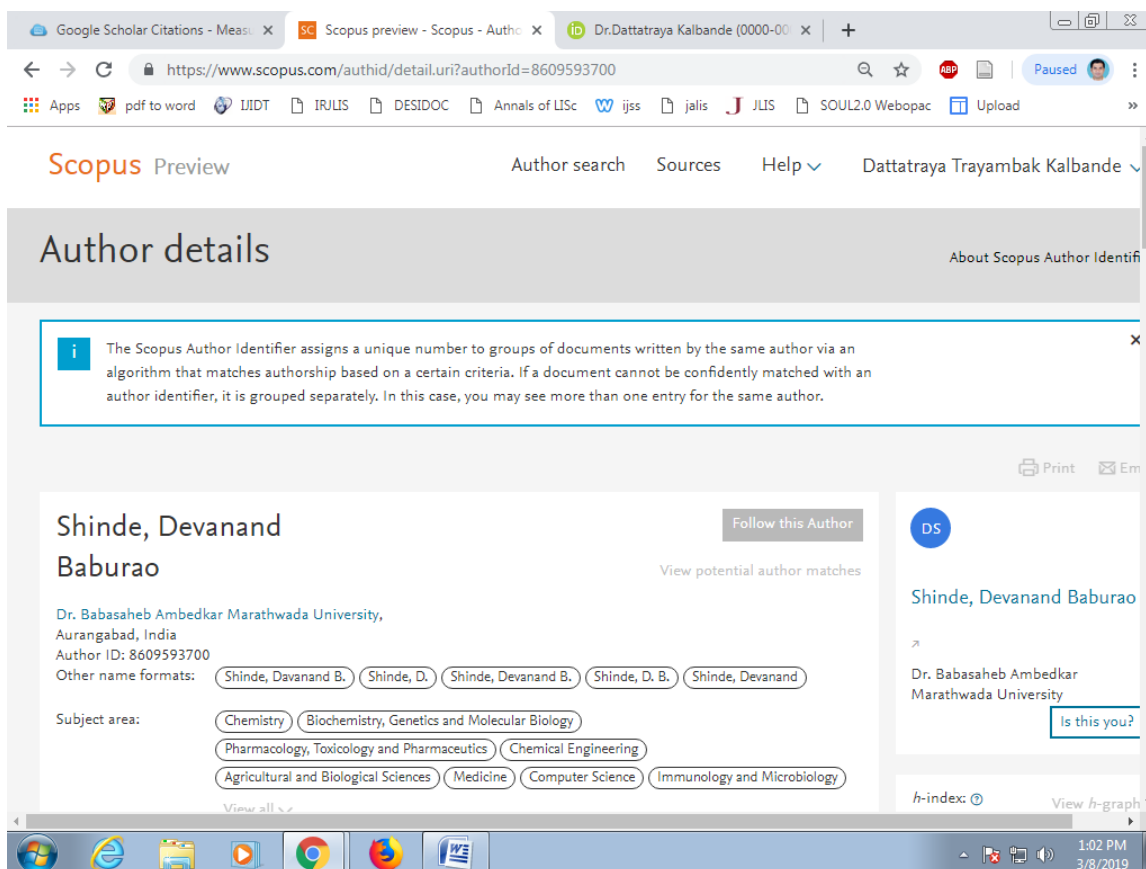
Fig.No. 4 Scopus Profile

3.4 Researcher ID:-

ResearcherID provides a solution to the author ambiguity problem within the scholarly research community. Each member is assigned a unique identifier to enable researchers to manage their publication lists, track their times cited counts and h-index, identify potential collaborators and avoid author misidentification. In addition, your ResearcherID information integrates with the *Web of Science* and is ORCID compliant, allowing you to claim and showcase your publications from a single one account. Search the registry to find collaborators, review publication lists and explore how research is used around the world.

Fig.No.5 ResearcherID Profile

3.5 Academia.edu

Academia.edu is a platform for academics to share research papers. The company's mission is to accelerate the world's research. Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow. Over 75 million academics have signed up to Academia.edu, adding 22 million papers. Academia.edu attracts over 54 million unique visitors a month**.**

Fig.No:6 Academia.edu Profile

3.6 Research Gate

Research Gate is the professional network for scientists and researchers. Over 15 million members from all over the world use it to share, discover, and discuss research.

Here's how it works

1. Share your publications, access millions more, and publish your data.
2. Connect and collaborate with colleagues, peers, co-authors, and specialists.
3. Get stats and find out who's been reading and citing your work.
4. Ask questions, get answers, and solve research problems.
5. Find the right job using our research-focused job board.
6. Share updates about your current project, and keep up with the latest research.
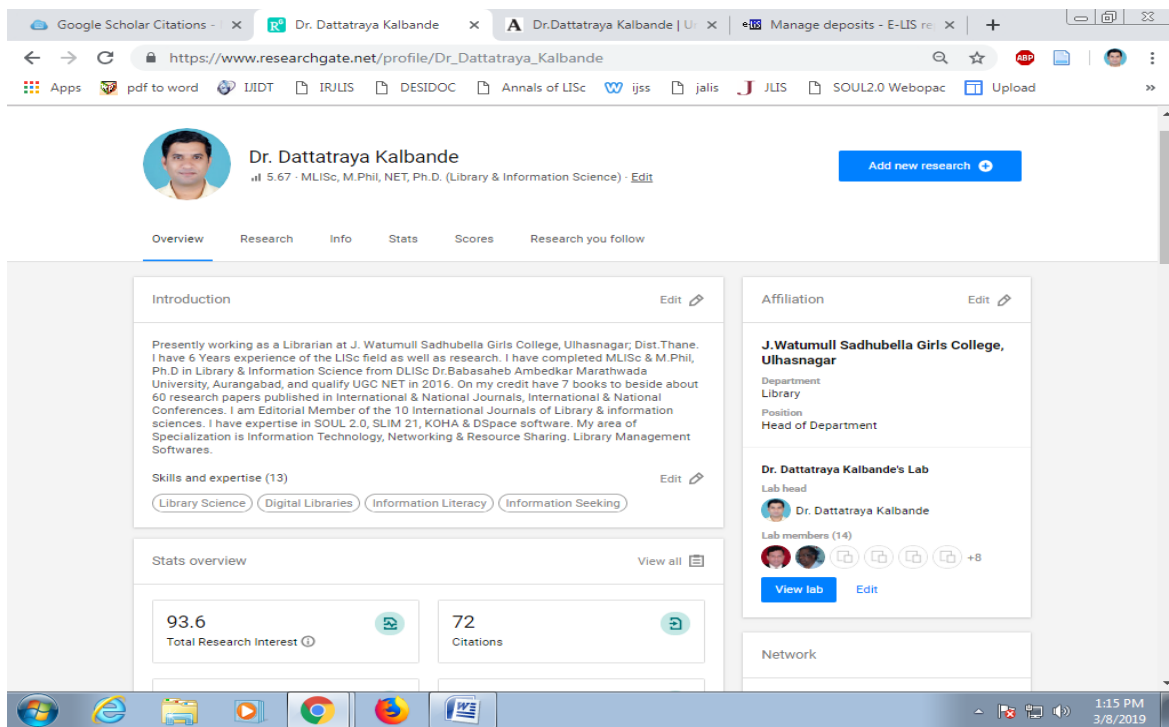
Fig.No.7 Research Gate Profile

3.7 Personal Website/ Google Sites

Google Sites is a structured wiki- and Web page-creation tool offered by Google. The goal of Google Sites is for anyone to be able to create simple websites that support collaboration between different editors.
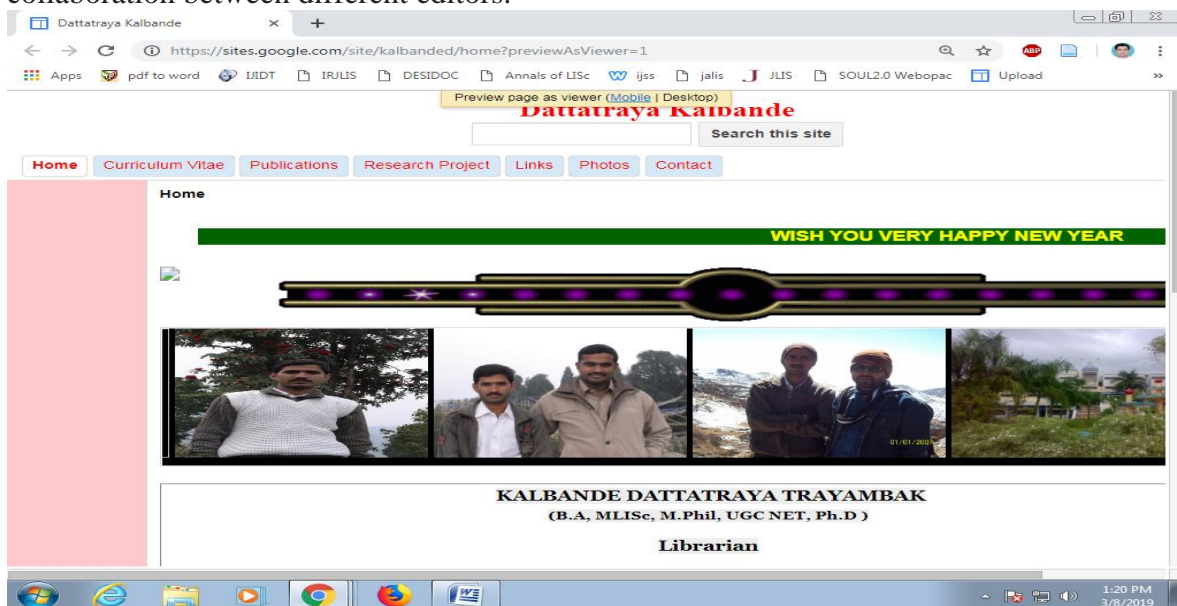
Fig.No.8 Personal Website

3.8 Blogs:-

A blog (shortening of "weblog") is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

Blog structure

The appearance of blogs changed over time, and nowadays blogs include different items. But, most blogs include some standard features and structure. Here are common features that a typical blog will include:

- Header with the menu or navigation bar
- Main content area with highlighted or latest blog posts
- Sidebar with social profiles, favorite content, or call-to-action
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

Fig.No.9 Blogs

3.9 e-LIS

Established in 2003, e-LIS is an international digital repository for Library and Information Science (LIS), including Communication. It has grown thanks to a team of volunteer editors that support 22 languages. The development of an international network has been stimulated by the extension of the Open Access concept to works and facilitated by the dissemination of material within the LIS community. These are some of the reasons for the success of e-LIS.

In a few years, e-LIS has been established as the largest international open repository in the field of library and information science.

Searching or browsing e-LIS is a kind of multilingual, multicultural experience, an example of what could be accomplished through open access archives to bring the people of the world together. Because librarians are so involved in open access advocacy, e-LIS is a key to encourage open access for all repositories, by giving librarians the experience

they need to speak with confidence when talking with researchers and open access archives, and the experience to provide the best possible assistance to self-archiving faculty.
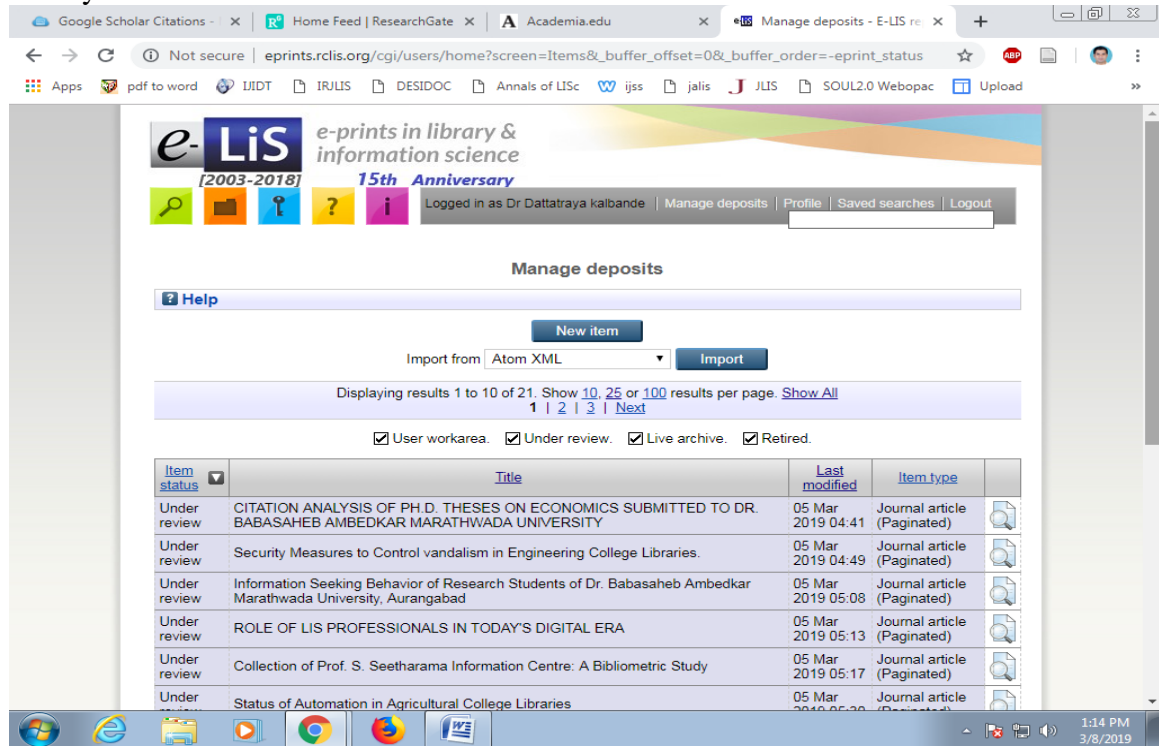

Fig.No. 10 E-LiS Profile

4. Conclusion

Engagement in public, beyond the scholarly context is increasingly advocated by research funders, governments and higher educational institutions, and there is growing pressure on scholars to document societal impact. We find that academic network sites have indeed become a part of the researchers' professional life.

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