

Social Media and Research Visibility : Role of Libraries

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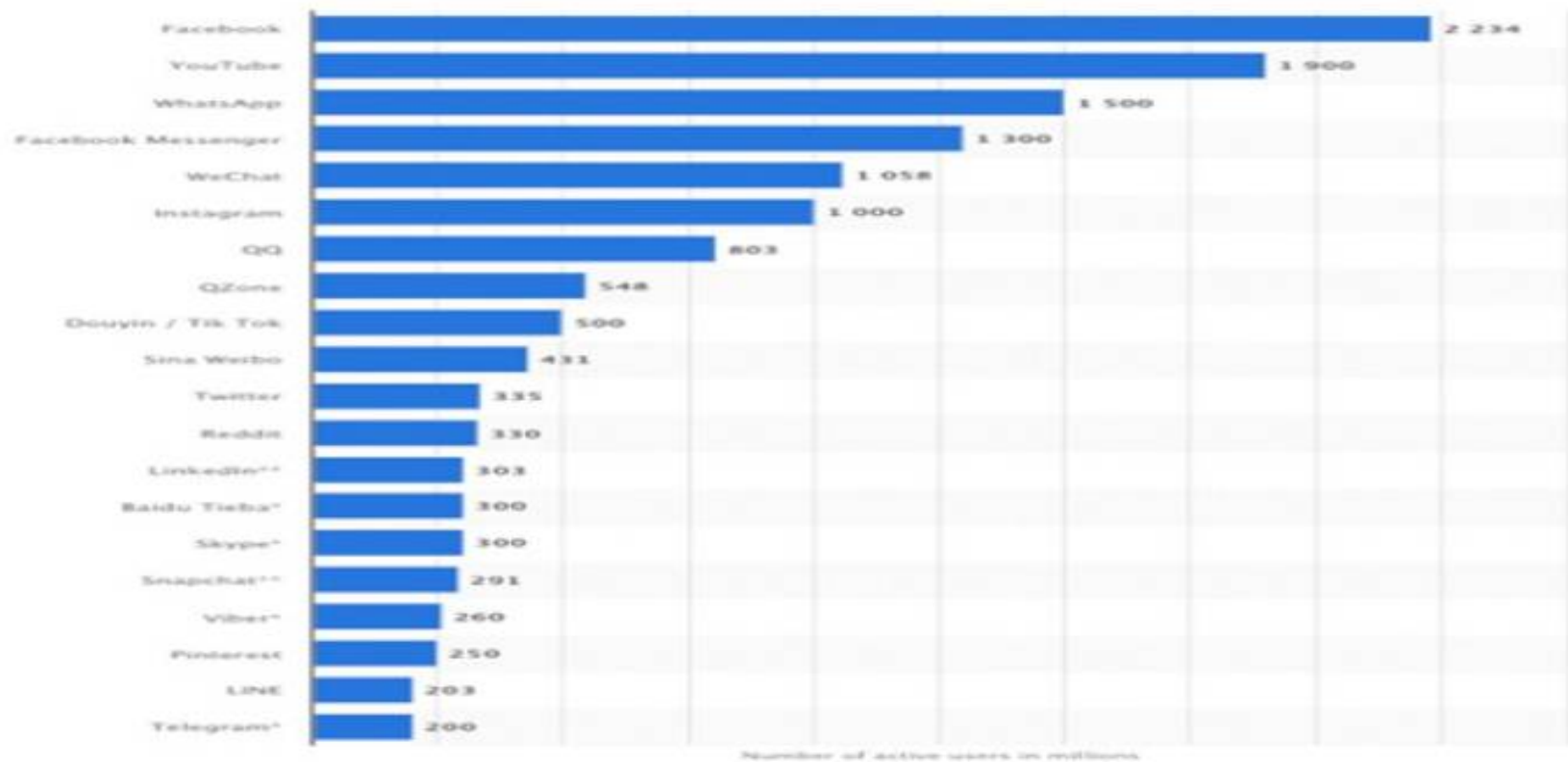
Definition of Social Media



- Social media is a collection of Internet-based communities that allow users to interact with each other online. This includes web forums, wikis, and user-generated content websites.
- Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone

Social Networks Sites

- ICTs and its related aids has changed the role of information professionals. Furthermore, ICTs has made tremendous achievement in the shape of generating the social networks sites for exchanging the information one end to another end. There are number of social networks which has been launched and some of them are very much popular throughout the globe like **Facebook, Twitter, YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber** etc. Social media helps the library professionals to make things easy for them and for their readers to increase their capacity to build good relationships among library staff and library users. Social media like Facebook helps the library professionals to create an account to promote their library sources and services. Facebook provides platforms to market their sources and service effectively and efficiently.



Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research>.

- Twitter is playing a vital role in the promotion of library sources and services. Today in the modern age of ICTs the social media is the cheapest source for marketing the library sources and services. Additionally, Social media have a different aspect to share news and views about the library, communicate different events and create an environment for effective service to their library users addressed Facebook is the best tool to promote library sources and services and provides a platform to market library sources and services with low expenditures. Furthermore, Facebook helps the library staff to advertise their product and maximize the use of their sources and services to the potential users

Research Visibility



- The research visibility by definition is the Process of making the research findings visible to the scholarly community using Academic Social Networking Sites (ASNS). Journal publications, papers in conference proceedings, preprints, books and book chapters, video lectures, research data, video, presentations and posters etc are all evidence of research activities. Giving the resources accessible in the public platforms enhances the visibility, preserve the output and make them available for future use. Research visibility improves the citation impact.

Scholarly Communication

Better Visibility

Increased Downloads

Higher Reads

Higher Citations

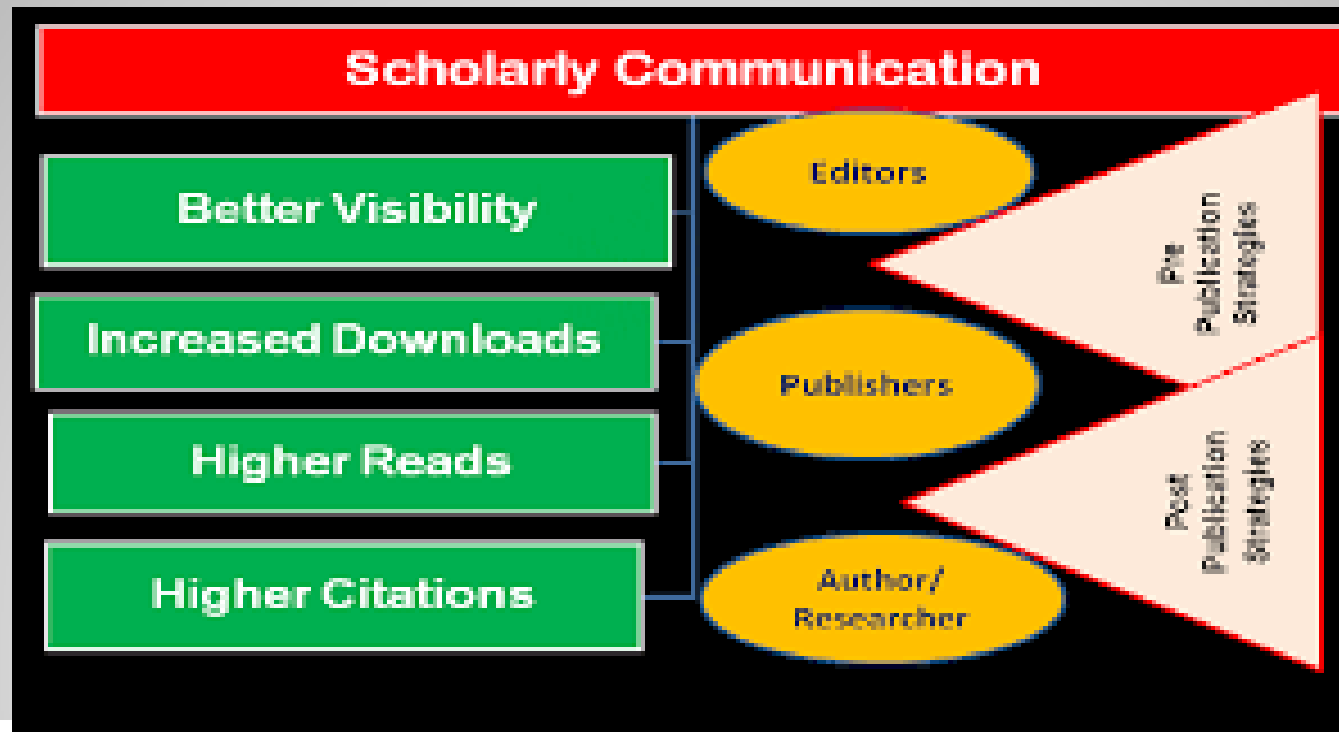
Editors

Publishers

Author/
Researcher

Pre
Publication
Strategies

Post
Publication
Strategies



Publication Strategies

- Quality publications are result of hardwork, dedication and quality time spent on a particular research question to find solution.



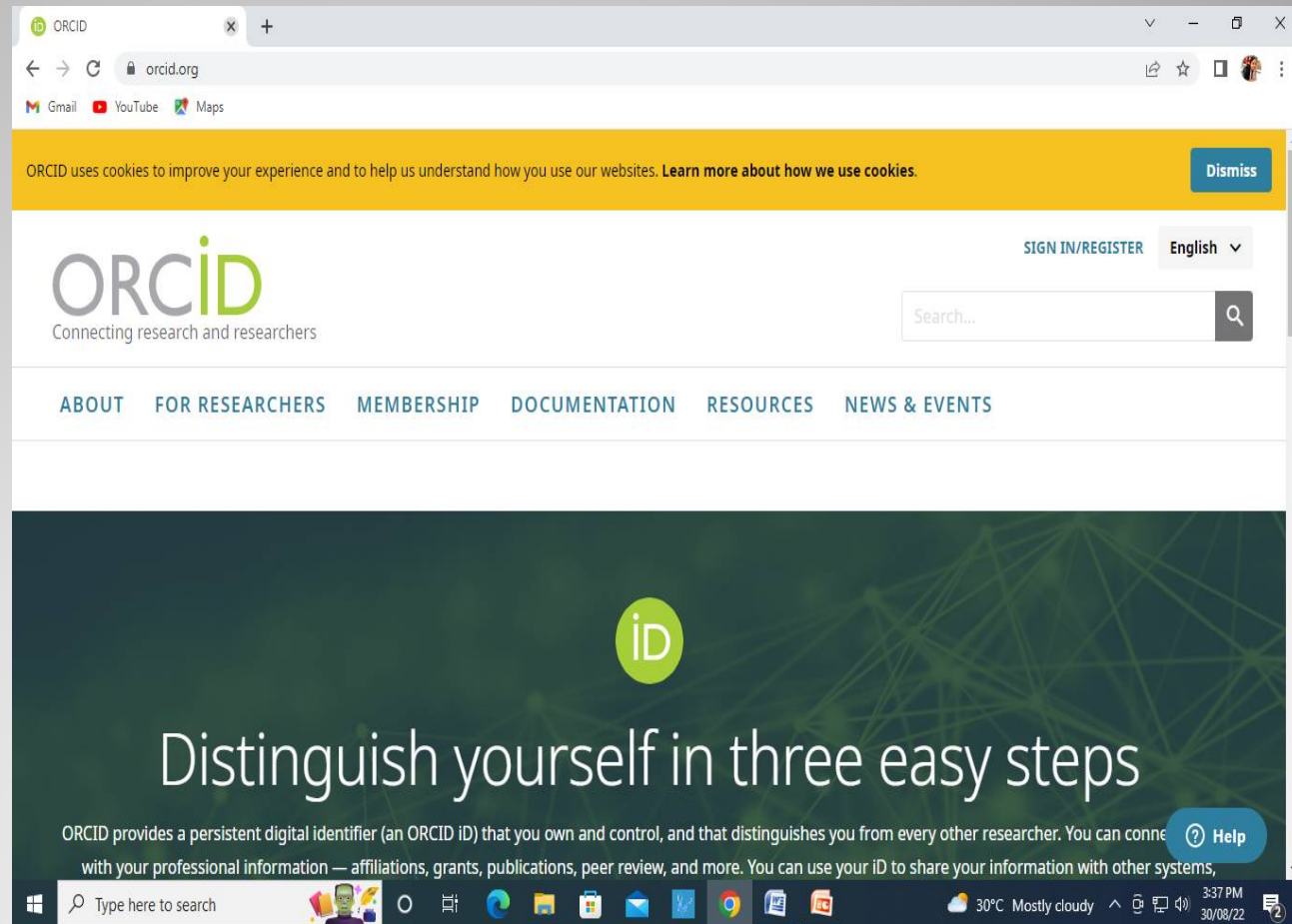
.Post Publication Strategies

- Publishing a quality paper in a highly impact factor journal cannot always guarantee that the publication can attract high citations. There are some useful research publication online platforms like [Linkedin](#), [Researchgate](#), [Pinterest](#), [Twitter](#), [Instagram](#), [Facebook](#) which are helpful in showcasing and disseminating the scholarly publications for its optimal visibility and enhancing the chances of collaboration and citation.

Research and Publication Marketing Tools

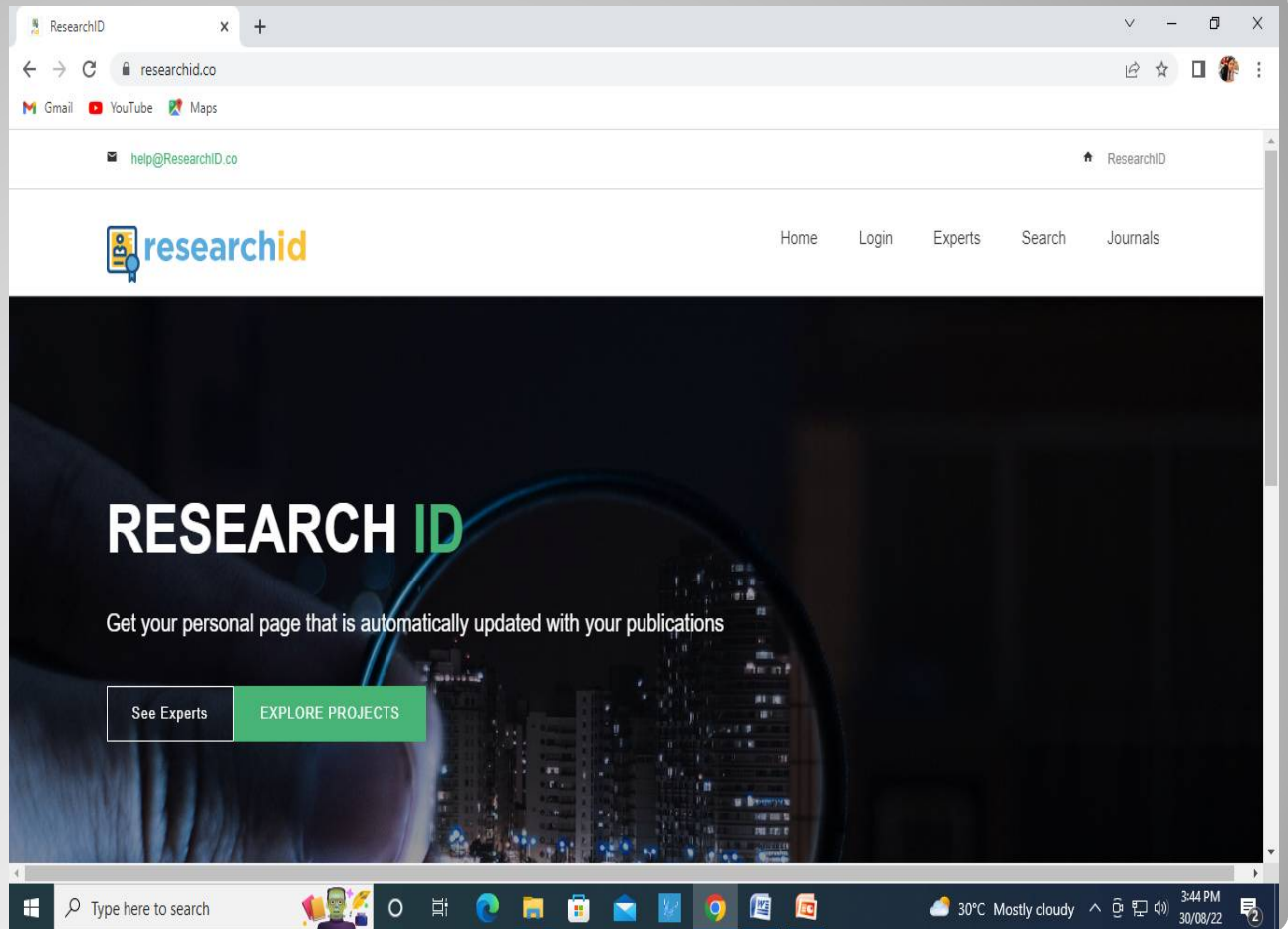
- There are many research tools or publication marketing tools which are helpful in showcasing and disseminating the scholarly publications of a researcher for its optimal visibility and also to have a collaboration network.
- **ORCID, Researcher ID, Google Scholar Citation Profile, Publons Profile, Microsoft Academic Search Profile, Vidwan, IRINS, International Standard Name Identifier (ISNI)** are some of the platforms for such initiatives. There are many such similar researchers profile platforms where a researcher or author can register himself and enhance the visibility of scientific output to the community.

ORCID

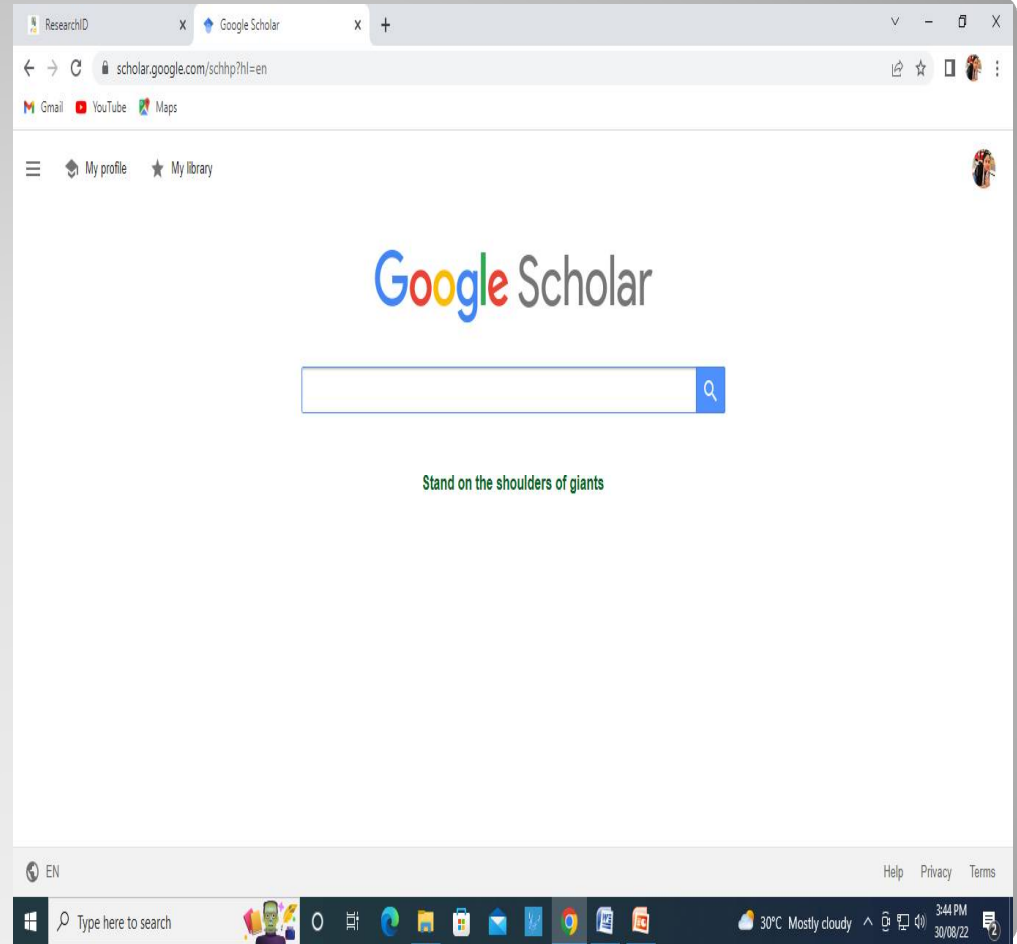


The screenshot shows the ORCID website homepage in a web browser. The browser's address bar displays 'orcid.org'. A yellow banner at the top states: 'ORCID uses cookies to improve your experience and to help us understand how you use our websites. [Learn more about how we use cookies.](#) [Dismiss](#)'. Below this, the ORCID logo is displayed with the tagline 'Connecting research and researchers'. To the right of the logo are links for 'SIGN IN/REGISTER' and a language dropdown set to 'English'. A search bar with the placeholder text 'Search...' and a magnifying glass icon is also present. A horizontal navigation menu contains the following links: 'ABOUT', 'FOR RESEARCHERS', 'MEMBERSHIP', 'DOCUMENTATION', 'RESOURCES', and 'NEWS & EVENTS'. The main content area features a large green background with a network diagram and a central 'iD' logo. The headline reads 'Distinguish yourself in three easy steps'. Below the headline, a paragraph explains: 'ORCID provides a persistent digital identifier (an ORCID iD) that you own and control, and that distinguishes you from every other researcher. You can connect with your professional information — affiliations, grants, publications, peer review, and more. You can use your iD to share your information with other systems, [Help](#)'. The Windows taskbar at the bottom shows the search bar, several application icons, the system clock (3:37 PM, 30/08/22), and the weather (30°C, Mostly cloudy).

Research ID



Google Scholar



Publons Profile

The screenshot shows a web browser window with three tabs: 'ResearchID', 'Google Scholar', and 'Show your research impact | Pub'. The address bar shows 'publons.com/wos-op/'. The page features the Clarivate logo in the top left and navigation links 'Log in', 'Register', and 'Products' in the top right. The main heading reads 'Publons™ has joined the Web of Science™'. Below this, a message states: 'The page you're looking for can now be found on the Web of Science: <https://access.clarivate.com/login?app=wos>. You'll be redirected there in 0 seconds.' A section titled 'Learn more about Web of Science peer review services:' contains three blue buttons: 'Learn more about how Web of Science powers researcher profiling and publisher services:', 'Web of Science Reviewer Recognition Service', and 'Transparent Peer Review service on ScholarOne'. At the bottom, a link says 'Or click here for Publons & Web of Science Researcher Profiles FAQs and support'. The Windows taskbar at the bottom shows the search bar, various application icons, and system information: '30°C Mostly cloudy', '3:46 PM', and '30/09/22'.

ResearchID X Google Scholar X Show your research impact | Pub X

publons.com/wos-op/

Gmail YouTube Maps

Clarivate Log in Register Products

Publons™ has joined the Web of Science™

The page you're looking for can now be found on the Web of Science:
<https://access.clarivate.com/login?app=wos>
You'll be redirected there in 0 seconds.

Learn more about Web of Science peer review services:

- Learn more about how Web of Science powers researcher profiling and publisher services:
- Web of Science Reviewer Recognition Service
- Transparent Peer Review service on ScholarOne

Or click here for Publons & Web of Science Researcher Profiles FAQs and support

Type here to search 30°C Mostly cloudy 3:46 PM 30/09/22

Microsoft Academic Search

The screenshot shows a web browser window displaying the Microsoft Academic Search page on the ScienceDirect website. The browser's address bar shows the URL `sciencedirect.com/topics/computer-science/microsoft-academic-search`. The ScienceDirect logo is visible in the top left, and navigation links for "Journals & Books", "Search...", "Register", and "Sign in" are in the top right. The main heading "Microsoft Academic Search" is centered. To the right, under "Related terms:", are links for "Digital Libraries, Software Engineering, Academic Search, Research Worker" and a "View all Topics" link. Below the heading, there are links to "Add to Mendeley", "Download as PDF", and "Set alert", along with an "About this page" link. The page content includes two article snippets: "Locating scholarly papers of interest online" by Maureen Henninger (2012) and "A Classification Framework of Uncertainty in Architecture-Based Self-Adaptive". The Windows taskbar at the bottom shows the search bar, various application icons, and system information like "30°C Mostly cloudy" and the time "3:48 PM 30/08/22".

Microsoft Academic Search - an x

sciencedirect.com/topics/computer-science/microsoft-academic-search

Gmail YouTube Maps

ScienceDirect Journals & Books ? Search... Register Sign in

Microsoft Academic Search

Related terms:

Digital Libraries, Software Engineering, Academic Search, Research Worker

[View all Topics >](#)

+ Add to Mendeley Download as PDF Set alert About this page

Locating scholarly papers of interest online
Maureen Henninger, in *Social Media for Academics*, 2012

A Classification Framework of Uncertainty in Architecture-Based Self-Adaptive

Type here to search 30°C Mostly cloudy 3:48 PM 30/08/22

IRINS

The screenshot shows the IRINS website in a web browser. The browser's address bar displays 'irins.org/irins/'. The website header includes the IRINS logo (Indian Research Information Network System) and a navigation menu with links: Home, IRINS Instances, How to Join?, Download, and Contact Us. A banner image features a search bar with the text 'Search for ...', filter buttons for 'All', 'Expert Name', 'Organisation', 'Designation', and 'Expertise', and a video player titled 'Introduction of IRINS'. The footer contains three sections: 'About IRINS', 'Benefit to the Stakeholders', and 'Key Features'. The Windows taskbar at the bottom shows the search bar, application icons, and system information: 30°C Mostly cloudy, 3:49 PM, 30/08/22.

VIDWAN

The screenshot displays the VIDWAN website interface. At the top, a browser window shows the URL `vidwan.inflibnet.ac.in`. The website header includes the VIDWAN logo, the tagline "Expert Database & National Researcher's Network", and a navigation menu with links: [Data Collection Format](#), [HOME](#), [ABOUT US](#), [DOWNLOAD](#), [LOGIN](#), [REGISTRATION](#), and [FEEDBACK](#). A search icon is also present. On the right, a badge indicates "An MoE Project" and "National Mission on Education through ICT (NME-ICT)".

The main banner features a "Welcome to VIDWAN" message, the tagline "Expert Database and National Researcher Network", and three circular statistics: "134834+ Experts", "13749+ Organisations", and "1902906+ Publications". A "Register" button is located below these statistics. The banner also includes a large image of a hand interacting with a network diagram of various icons.

Below the banner, the "About Vidwan" section is visible, with a "Subject Category" dropdown menu set to "Agricultural Sciences" and a value of "8577".

The Windows taskbar at the bottom shows the search bar with the text "Type here to search", several application icons, and the system clock displaying "3:53 PM 30/08/22" and "33°C Haze".

ISNI

Vidwan | Profile Page x ISNI | Home Page x +

isni.org

Gmail YouTube Maps

isni

ABOUT ▾ ISNI COMMUNITY ▾ RESOURCES ▾ NEWS ▾ HELP ▾

MAILING LIST GET AN ISNI SEARCH DATABASE

YES,
the Author

{Michele Smith}
ISNI 7722 4586 1234 0422

We use cookies and similar technologies to enable services and functionality on our site, and to understand your interaction with our service. By clicking on "Allow Cookies", you agree to our use of such technologies for analysis purposes. [See Privacy Policy](#)

Decline All Allow cookies

https://isni.org/#

Type here to search

33°C Haze 3:56 PM 30/08/22

Academic Social Networking Sites

Social network and professional connections are very much important in all human endeavors including academic activities which can enhance the opportunity of sharing and collaborating. A researcher can gain feedback and comments from other peers, as well as expand their networks to enhance research visibility and citation impact. There are many such platforms available in both free and fee viz., Academia.edu, ResearchGate, Penprofile, MyScienceWork, LinkedIn, Twitter, Facebook etc.

Role of Libraries



- Libraries have to play a pivotal role in providing valuable assistance to the academic and research community in promoting the various publication marketing tools which are acting as the walking aid to improve the visibility and collaborative networks. Conducting research oriented seminars, workshops, training activities helps the academics to identify the research gap and deal with relevant topics. Methods and techniques to write research proposals, manuscript writing, research methodologies etc need to be arranged.

- Libraries can provide awareness to the researchers and academics on tools like **Google Trends, Google Adwords** etc to enable them to choose right keywords for the contents they write, so that the chances of searching, retrieving and catching the attention of readers will be high. Matters related to quality journals, predatory publications, impact factors, open access publishing, open repositories need to be advocated to the academic community

- Libraries play a major role in imparting awareness about such academic social networking sites and its advantages and benefits. Also need to assist and advocate the academicians to create collaborative mechanisms using online tools, platforms for exchanging ideas, discovery platforms and interaction, and how to stay up to date with the latest developments in their field. Further awareness programs and hands on training programs also enable them to utilize it effectively. Creating and maintaining blog can effectively contribute to showcase research activities.
- Libraries can play a major role in educating the academics on different blogging tools and online magazines. Libraries have to play a key role in promoting the usage of self archiving tools which are helpful in showcasing the published intellectual output of an individual. Institutional repositories can be used to preserve the academic research output permanently and effectively.

- Libraries are playing a key role in handling various tools and techniques that can promote the research findings thereby maximize the research impact and visibility among the academics which can successively lead to have a network of potential researchers.
- Academic Social Networking Sites, Online Reference Management Tools, Blogging and Online Magazines, Personal or Institutional Websites and Open Repository System in detail which are supportive in disseminating the scholarly publication for its optimal visibility.



SOCIAL MEDIA SITES

- 1. Facebook.
- Instagram.
- Twitter.
- LinkedIn.
- Snapchat.
- Tumblr.
- Pinterest.
- Sina Weibo.

Unsurprisingly, **72% of people** report increasing their social media consumption during the COVID-19 pandemic.

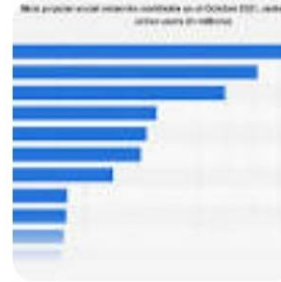
They aren't just mindlessly scrolling either.

43% say they're posting and sharing more content

FACEBOOK

With over **2.7 billion monthly active users** (MAUs), Facebook is an absolute must for every brand. Keep in mind, younger generations are shying away from Facebook in favour of other platforms like TikTok and Instagram so always consider your audience.

Facebook



What is the most popular social media platform worldwide?

Market leader **Facebook** was the first social network to surpass one billion registered accounts and currently sits at more than 2.89 billion monthly active users. 16-Nov-2021

INSTAGRAM

Instagram is another critical platform for 2021. As one of the most-used social media apps, Instagram **boasts 1.2 billion MAUs**. Fresh features like Instagram Reels hint that the platform still has plenty of growing and expanding to do.

TWITTER

Honestly, Twitter isn't the most profitable platform. Tweets have a super short lifespan. Unless you're in the media or news business, it's tough to keep up. But there is one place Twitter shines: customer service. It's often the first point of contact for customers who need a quick response.



PINTEREST

Pinterest has worked hard to build a friendly environment for brands with rich product pins, shopping features, and engaging ads. Plus, it's easy to earn organic reach and traffic through Pinterest if you can create engaging content.

WHATSAPP

WhatsApp's groups, Stories, and page-style feeds make it an attractive platform for brands. One thing though. WhatsApp **falls short** of similar top social media apps in terms of security and with Zuckerberg at the helm, don't expect that to change.



SOCIAL NETWORK

Social networks are a great way for students to connect with others. With guidance, it can be used as an educational tool in the classroom. A social site allows users to post their thoughts, reply to others, and access resources on a topic of interest. 05-Jun-2017

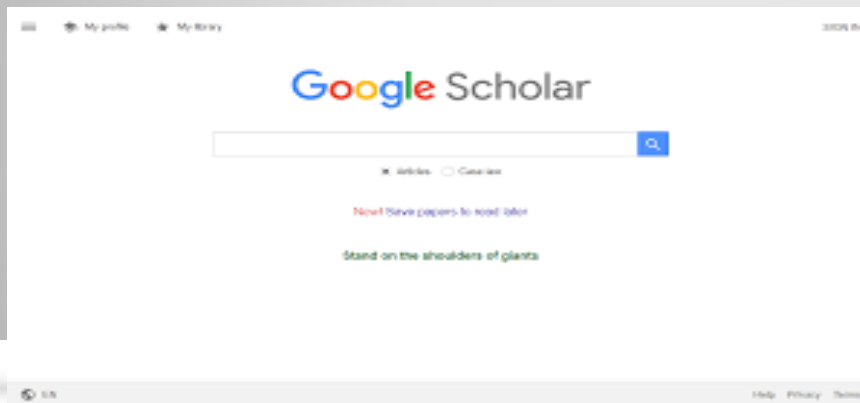
- VIDWAN
- GOOGLE SCHOLAR
- LINKEDIN
- RESEARCH GATE

Research Visibility

- VIDWAN is the premier database of profiles of scientists / researchers and other faculty members working at leading academic institutions and other R & D organisation involved in teaching and research in India.
- It provides important information about expert's background, contact address, experience, scholarly publications, skills and



- Google Scholar is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. Released in beta in November 2004, the Google Scholar index includes peer-reviewed online academic journals and books, conference papers, theses and dissertations, preprints, abstracts, technical reports, and other scholarly literature, including court opinions and patents.



- **LinkedIn** is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. From 2015 most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. Since December 2016, it has been a wholly owned subsidiary of Microsoft. As of February 2022, LinkedIn has 830+ million registered members from over 200 countries and territories.



- **ResearchGate** is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a 2014 study by *Nature* and a 2016 article in *Times Higher Education*, it is the largest academic social network in terms of active users, although other services have more registered users, and a 2015–2016 survey suggests that almost as many academics have Google Scholar profiles



Search

ResearchGate

ZOOM

How could we create a list of the best social media apps for 2021 without mentioning Zoom? Nope, it's not just for meetings. Top podcasters and content creators are also using Zoom instead of meeting in person.

The YouTube logo, consisting of the word "YOUTUBE" in a bold, orange, sans-serif font.

YouTube is currently the most popular social media platform in the US, according to a recent report from Pew Research Center. YouTube is followed by Facebook, which is used by 69 percent people in the US, after YouTube's 81 percent penetration.

08-Apr-2021

References:

- <file:///C:/Users/Administrator/Downloads/IncreasingVisibilityandEnhancingImpactofResearch.pdf>
- <file:///C:/Users/Administrator/Downloads/ResearchToolsEnhancingvisibilityByNaderAleEbrahim.pdf>
- <http://eprints.rclis.org/42238/1/Role%20of%20Libraries%20in%20Enhancing%20the%20Research%20Visibility%20and%20Collaboration%20of%20Academics.pdf>
- <https://biomedgrid.com/fulltext/volume6/social-media-makes-things-possible-for-librarians-a-critical-note.000985.php#Social%20Networks%20Sites>

The background of the slide is a dark blue rectangle with a repeating pattern of small, light blue icons. These icons represent various concepts such as technology (gears, magnifying glass, eye, target), business (handshake, factory, truck, person with speech bubble), and general ideas (lightbulb, document, person, gear). The text "Thanks For Watching!" is centered in a white, bold, serif font, flanked by two horizontal white lines.

Thanks For Watching!