ORCID & Google Scholar
Promote Your Research
Please create a...

...a Google Scholar Profile

- [scholar.google.com](http://scholar.google.com)
  - Sign In
  - Create account
- *If you already have a Google account, do not create a new one. Instead, click on My citations and log into your account.*

...an ORCID ID

- [orcid.org](http://orcid.org)
  - Sign In
  - Register for an ORCID ID
Why promote your research?

• Establish yourself as an expert in your field
• Increase citations, views, and downloads of your work
• Help share the university's research output
• Connect with others who share your interests and increase opportunities for scholarly collaboration
• Influence others by sharing your ideas
• Increase likelihood of future grant funding
• Benefit society when research is translated into public policy, clinical medicine, and the like
Learning Outcomes

• Utilize tools to increase visibility of their research.
• Apply strategies to increase visibility of their research.
ORCID: What is it?

• Open Researcher and Contributor ID
• Unique identifier for people (ISBN for people)
• Distinguish between different researchers with the same name
ORCID: Why have one?

- Unique and persistent identifier to allow computers and people to identify individuals (no disambiguation).
- Solves the “Googleganger” problem.
- If you change your name, the number stays the same.
- Universities use it to track their research output.
ORCID: Adding your works

Under Works...
• Click Add Works, then Search & Link
• Recommend CrossRef first
• Authorize
• Click green “Add to ORCID” button if the work is yours
• Remember to search variants of your name (full name vs. initials vs. first middle last)
• Can add manually
Google Scholar Profile: What is it?

• A profile that showcases your academic papers and the citations they’ve received.
• Includes book reviews, letters to the editor, papers, conference proceedings, reports on .edu website.
• Not very selective
Google Scholar Profile: Add articles

• On your profile use the plus icon
  • Search for variants of your name.
  • Automatically searches first initial only.
• Uses a statistical authorship model to identify new articles that you write.
• Add and remove individual articles, update their bibliographic data, and merge duplicate records.
• Collect and display citations to your articles from Google Scholar.
Additional Tools

- Academia.edu
- LinkedIn
- Mendeley
- Twitter
- Facebook
- Scopus Author Profile
- Personal Website
Additional Strategies

- Always use the same form of your name to the extent possible
- Respond immediately to emails from journalists
- List yourself as an expert with your university / discipline or association
- Lay summary of your work
- Publish work in journals that are widely indexed in multiple databases and large databases
- Ask university press office to issue a press release about your groundbreaking work
- Personal networking
- Cite your research in Wikipedia articles relevant to your work
- White papers and preprints.
Training and More Info

- guides.auraria.edu/promoteyourresearch
- guides.auraria.edu/impactfactor
- guides.auraria.edu/publishyourresearch
- guides.auraria.edu/posters
- guides.auraria.edu/presentations
- guides.auraria.edu/scholarlycommunications
Questions?

Ask Us: library.auraria.edu/services/askus
Chat/IM: AskAuraria and on Auraria Library’s Website
Text: 303-848-8444
Email: library.eref@auraria.edu
Phone: 303-315-7700
Survey

tinyurl.com/aurariasavvyresearcher