


Slide 1


## Maintaining An Online Scholarly Presence



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The **PASET** Regional Scholarship and Innovation Fund  
An Africa-led initiative to bridge the skills gap in Applied Sciences, Engineering, & Technology

**PASET**  
Partnership for Skills  
in Applied Sciences,  
Engineering & Technology



**Naviguer sur le site de la bibliothèque des AHUs et accéder aux ressources d'abonnement / Research4Life**

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Coordinatrice - Centre de ressources d'information, *icipe* (Kenya)

## Maintaining An Online Scholarly Presence

### OUTLINE:

- Definition
- Why/need for an online presence
- Practical steps on using some online platforms:
  - Google Scholar
  - Research Gate
  - LinkedIn
  - ORCID
  - Academia.edu

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## Maintenir une présence académique en ligne

### SOMMAIRE :

- Définition
- Pourquoi/besoin d'une présence en ligne
- Étapes pratiques de l'utilisation de certaines plateformes en ligne :
  - Google Scholar
  - Research Gate
  - LinkedIn
  - ORCID

Academia.edu

## Online Scholarly Presence

A professional online presence allows scholars and researchers to increase the visibility of their publications and to network, finding potential collaborators and readers.

The slide features a central blue circle with white text. Surrounding this circle are logos for various online scholarly platforms and organizations. At the top left is the word 'ACADEMIA'. Below it is the Mendeley logo. To the right of the central circle is the Google Scholar logo, followed by ResearchGate, Scopus, and the LinkedIn logo. Below the central circle are logos for ORCID (with the tagline 'Connecting Research and Researchers'), Twitter, figshare, Impactstory, and bepress. At the bottom of the slide, there are logos for 'The PASET Regional Scholarship and Innovation Fund', PASET (Accounting for Skills in Applied Sciences, Engineering & Technology), and icipe.

### Présence en ligne des universitaires

Une présence professionnelle en ligne permet aux universitaires et aux chercheurs d'accroître la visibilité de leurs publications et d'établir un réseau, afin de trouver des collaborateurs et des lecteurs potentiels.

**Why do you need an online presence?**

- Recognition**: Showcase the value of **your** scholarly activity
- Build connections**: Providing opportunities for collaboration and shared learning
- Lead by example**: Scholars also need to build an online presence to **stand out** from the crowd

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### Pourquoi avez-vous besoin d'une présence en ligne ?

- ✓ Reconnaissance
- ✓ Créer des liens
- ✓ Montrer l'exemple
- ✓ Montrer la valeur de votre activité scientifique
- ✓ Offrir des possibilités de collaboration et d'apprentissage partagé
- ✓ Les universitaires doivent également établir une présence en ligne pour se démarquer. doivent également établir une présence en ligne pour se démarquer.

## Need For Online Scholarly Presence

- *“...if you do not have a clear online presence, you are allowing Google, Yahoo, and Bing to create your identity for you”*
- Marshall, K. (2015).
- [How to maintain your digital identity as an academic](https://chroniclevitae.com/news/854-how-to-maintain-your-digital-identity-as-an-academic)



The footer of the slide contains three logos. On the left is the logo for 'The PASET Regional Scholarship and Innovation Fund'. In the center is the PASET logo, which includes the text 'PASET' and 'Partnership for Applied Sciences, Engineering & Technology'. On the right is the icipe logo, which features icons for a person, a gear, and a document, followed by the text 'icipe'.

### **Nécessité d'une présence en ligne des chercheurs**

"...si vous n'avez pas une présence en ligne claire, vous permettez à Google, Yahoo et Bing de créer votre identité pour vous".

Marshall, K. (2015).

Comment maintenir votre identité numérique en tant qu'universitaire:


<https://chroniclevitae.com/news/854-how-to-maintain-your-digital-identity-as-an-academic>

Need For Online Scholarly Presence cont...

### Why should you care?

- Scholarship is increasingly 'going digital'
  - Universities staff profiles
  - Academic networks connect researchers around the globe
  - Journal articles online
  - Social media
- The expectation is that you can be found online

Img src: <https://tinyurl.com/26f26naf>



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## Nécessité d'une présence scientifique en ligne (suite)


### Pourquoi s'y intéresser ?

- Les bourses d'études sont de plus en plus "numérisées".
  - ✓ Profils du personnel des universités
  - ✓ Les réseaux universitaires relient les chercheurs du monde entier
  - ✓ Articles de journaux en ligne
  - ✓ Médias sociaux
- On s'attend à ce que vous puissiez être trouvé en ligne.

### Need For Online Scholarly Presence (Cont...)

## Why should you care?

- 7 out of 10 people who use the internet have searched for information about other people (Pew study results available at: <http://pewinternet.org/>)



Statistic	Percentage
Current & Potential Employers may Google your name to see what else they can learn.	79%
Recruiters and hiring managers screen job candidates by reviewing online information about them.	79%
Hiring managers have told candidates they were rejected based on what was found online about them.	86%
Adults who use the Internet have searched for information about people whose services or advice they seek in a professional capacity.	44%

(From: Google y la reputación en línea del usuario; available at: <http://blogs.eset-le.com/laboratorio/2012/08/13/google-reputacion-linea-usuario/>)

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## Nécessité d'une présence scientifique en ligne (suite)

### Pourquoi s'y intéresser ?

- 7 personnes sur 10 qui utilisent l'internet ont cherché des informations sur d'autres personnes

Need For Online Scholarly Presence (Cont....)



**What is your digital footprint?**  
**The content you create**

**The content created about you**  
**What is your digital shadow?**

Photo by: Sarah Goodier

Img src: <https://tinyurl.com/26f26naf>

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**Nécessité d'une présence scientifique en ligne (suite)**

Quelle est votre empreinte numérique ? Le contenu que vous créez

Qu'est-ce que votre ombre numérique ? Le contenu créé à votre sujet



## Online Scholarly Presence

### What can you do?

- Know what information (both footprint and shadow) is out there
- Take control!
  - Control your footprint
  - Minimise your shadow

Am I making an impact?  
Can I be found online?

Img src: <https://tinyurl.com/26f26naf>

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### Présence en ligne des chercheurs

#### Que pouvez-vous faire ?

- Sachez quelles sont les informations (à la fois l'empreinte et l'ombre) qui circulent.
- Prenez le contrôle !
  - ✓ Contrôlez votre empreinte
  - ✓ Minimisez votre ombre

## Online Scholarly Presence


Do you know how you appear online?




Google yourself!!!

- You should have increased discoverability
- Consistent scholarly communication with others
- Less or no false/misleading information
- Possible creation of research relationships


img src: <https://tinyurl.com/5855xyph>



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### Présence en ligne des chercheurs

#### Savez-vous comment vous apparaissez en ligne ?

Googlez-vous !

- Vous devriez être plus facile à découvrir
- une communication scientifique cohérente avec les autres
- Moins ou pas d'informations fausses ou trompeuses
- Création possible de relations de recherche

## Over to you....

- Which online scholarly spaces and / or social media tools do you use?



Img src: <https://thinkthyme.com/blog/10-best-online-collaboration-tools>

### À vous de jouer...

Quels sont les espaces universitaires en ligne et/ou les outils de médias sociaux que vous utilisez ?

Online Scholarly Presence Platforms			
Platform	Purpose	Caveats	Personas
<a href="#">Google Scholar</a>	Google Scholar profile is public and allows you to track the number of citations to your articles and calculate your citation metrics	Anyone can see the number of times your work has been cited and scores assigned to it	Formal
<a href="#">LinkedIn</a>	LinkedIn is a social networking tool for professionals that is especially useful for promoting your image and finding out about potential employers / employees	Premium accounts available for a fee, starting at \$29.99/month	Networked
<a href="#">ResearchGate</a>	ResearchGate is a social networking tool for scientists and researchers that provide the opportunity to connect and collaborate, make your research visible, and obtain statistics and metrics.	Very interactive, oriented towards collaboration and discovery	Networked

## Plateformes de présence érudite en ligne

### Google Scholar

- Le profil Google Scholar est public et vous permet de suivre le nombre de citations de vos articles et de calculer votre taux de citation.
- Tout le monde peut voir le nombre de citations de votre travail et les notes qui lui sont attribuées.
- Il est formel

### LinkedIn




- LinkedIn est un outil de réseau social pour les professionnels qui est particulièrement utile pour promouvoir votre image et trouver des employeurs/employés potentiels.
- Des comptes Premium sont disponibles moyennant des frais, à partir de 29,99 \$/mois.
- Il est en réseau

### ResearchGate

- ResearchGate est un outil de réseau social pour les scientifiques et les chercheurs qui permet de se connecter et de collaborer, de rendre vos recherches visibles et d'obtenir des statistiques et des mesures.
- Très interactif, orienté vers la collaboration et la découverte
- C'est un réseau

Online Scholarly Presence platforms cont...

Platform	Purpose	Caveats	Personas
<a href="http://Academia.edu">Academia.edu</a>	The purpose of academia.edu is to allow academics to share their research, monitor the impact of their research, and track the research of other academics that they follow	Has one of the largest membership bases	Networked
<a href="http://ORCID">ORCID</a>	ORCID is a cross-disciplinary service that creates and maintains a registry of unique researcher identifiers and then links research output to these identifiers	Different membership/subscription fees for organizations	Formal

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## Plateformes de présence académique en ligne suite

### Academia.edu

- L'objectif d'academia.edu est de permettre aux universitaires de partager leurs recherches, de surveiller l'impact de leurs recherches et de suivre les recherches d'autres universitaires qu'ils suivent.
- Il possède l'une des plus grandes bases de membres
- Il est en réseau

### ORCID

- ORCID est un service interdisciplinaire qui crée et tient à jour un registre d'identifiants uniques pour les chercheurs, puis relie les résultats de la recherche à ces identifiants.
- Différents frais d'adhésion/de souscription pour les organisations
- Il est formel

## 1. Google Scholar

**Google Scholar** is a platform for the research community to create an online profile in order to keep track of their research papers and citations. It shows the citations history for the researcher and can be a good way to showcase your papers and the area of research you are interested in.



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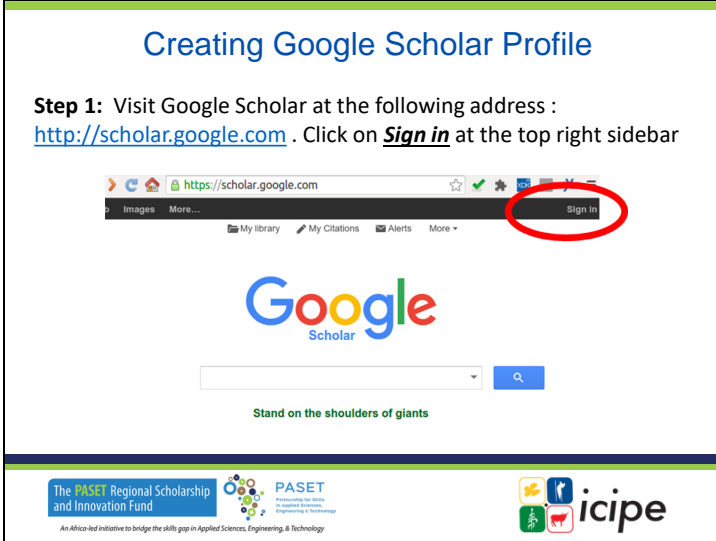
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### 1. Google Scholar

Google Scholar est une plateforme permettant à la communauté des chercheurs de créer un profil en ligne afin de suivre leurs travaux de recherche et leurs citations. Il présente l'historique des citations du chercheur et peut être un bon moyen de mettre en valeur vos articles et le domaine de recherche qui vous intéresse.

## Creating Google Scholar Profile

**Step 1:** Visit Google Scholar at the following address : <http://scholar.google.com> . Click on ***Sign in*** at the top right sidebar



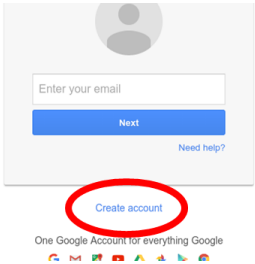
The screenshot shows a web browser window with the address bar displaying 'https://scholar.google.com'. The browser's top navigation bar includes 'Images', 'More...', 'My library', 'My Citations', 'Alerts', and 'More'. The 'Sign in' button is highlighted with a red circle. Below the browser window, the Google Scholar logo is visible, followed by a search bar and the slogan 'Stand on the shoulders of giants'. At the bottom of the slide, there are logos for 'The PASET Regional Scholarship and Innovation Fund', 'PASET' (Pan-African Society for Applied Sciences, Engineering & Technology), and 'icipe'.

### Création d'un profil Google Scholar

Étape 1 : Visitez Google Scholar à l'adresse suivante : <http://scholar.google.com> . Cliquez sur "Sign in" dans la barre latérale supérieure droite.

### Google Scholar Profile cont...

- **Step 2:** If you have an account with Google, you can use it to sign in and skip this step. Otherwise, click on Create account as shown below.



One Google Account for everything Google

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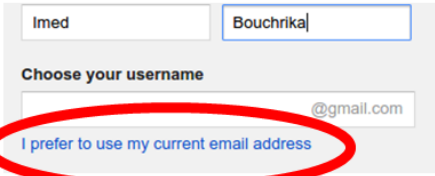
### Profil Google Scholar suite...

Étape 2 : si vous avez un compte Google, vous pouvez l'utiliser pour vous connecter et passer cette étape. Sinon, cliquez sur Créer un compte comme indiqué ci-dessous.



### Google Scholar Profile cont...

- **Step 3:** Fill in your information.



The screenshot shows a form with two input fields for first and last name, containing 'Imed' and 'Bouchrika|'. Below is a 'Choose your username' section with a text input field and a '@gmail.com' suffix. A radio button option 'I prefer to use my current email address' is circled in red.

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### Profil Google Scholar suite...

Étape 3 : Remplissez vos informations.

### Google Scholar Profile cont...

- **Step 4:** You can use your own institution email address. Click on ***I prefer to use my current email address***. You need to **put your email address**.

**Name**

Imed  Bouchrika

**Your email address**

Info@guide2research.com


[I would like a new Gmail address](#)

**Create a password**

\*\*\*\*\*

**Confirm your password**


\*\*\*\*\*



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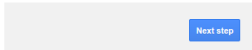


### Profil Google Scholar suite...


Étape 4 : vous pouvez utiliser l'adresse électronique de votre propre institution. Cliquez sur Je préfère utiliser mon adresse électronique actuelle. Vous devez indiquer votre adresse électronique.

### Google Scholar Profile cont...

- **Step 5:** Click **Next step** . You would receive an email to confirm your account that you need to click on the link inside the email.




- **Step 6:** Once you have logged in, Click on **My Citations** at the top.



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### Profil Google Scholar suite...

Étape 5 : Cliquez sur Étape suivante . Vous recevrez un courrier électronique pour confirmer votre compte. Vous devez cliquer sur le lien contenu dans le courrier électronique.

Étape 6 : Une fois que vous êtes connecté, cliquez sur Mes citations en haut de la page.

### Google Scholar Profile cont...

- **Step 7:** You would be taken to a screen to fill in your professional information: Full name, affiliation.... You need to **put your email address**. . Click **Next step...**

1 - 2 - 3

Track citations to your publications. Appear in Google Scholar search results for your name.

Name:   
Use your full name as it appears on your papers. For example: Margaret Mead

Affiliation:   
For example: Professor of Computer Science, Stanford University




Email for verification:   
Use an email address at your institution. For example: youname@mit.edu

Areas of interest:   
For example: Artificial Intelligence, Conservation Biology, Pricing Theory

Homepage:   
For example: http://example.edu/~yourname

[Next step](#)

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### Profil Google Scholar suite...

Étape 7 : Vous serez dirigé vers un écran où vous devrez remplir vos informations professionnelles : Nom complet, affiliation.... Vous devez indiquer votre adresse électronique. . Cliquez sur Étape suivante...

### Google Scholar Profile cont...

**Step 8:** Add your publications - Google will probably suggest the correct ones and ask you to confirm that they are yours. Be careful if you have a common name as publications by others may be included in the suggestions

Google author:"Imed Bouchrika"

Scholar

Find articles that you've written and add them to your profile. Later, you can edit or delete the articles or add more articles to your profile.

**Imed Bouchrika**

**Self-calibrating view-invariant gait biometrics**  
M Gottredo, I Bouchrika, JN Carter, MS Nixon - IEEE Transactions on Systems, Man, and Cybernetics, ..., 2010

**Model-based feature extraction for gait analysis and recognition**  
I Bouchrika, MS Nixon - ..., Conference on Computer Vision/Computer Graphics ..., 2007

Add all 37 articles See all articles

Skip this step

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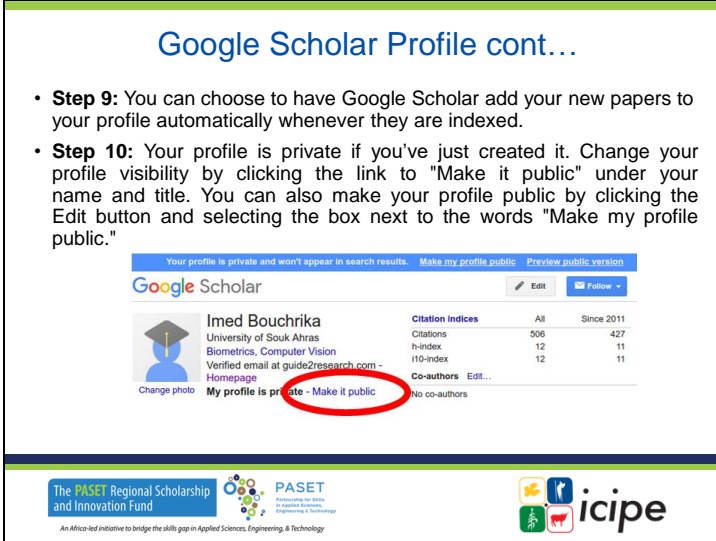
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### Profil Google Scholar suite...

Étape 8 : ajoutez vos publications - Google vous proposera probablement les bonnes publications et vous demandera de confirmer qu'elles sont les vôtres. Faites attention si vous avez un nom commun car les publications d'autres personnes peuvent être incluses dans les suggestions.

### Google Scholar Profile cont...

- **Step 9:** You can choose to have Google Scholar add your new papers to your profile automatically whenever they are indexed.
- **Step 10:** Your profile is private if you've just created it. Change your profile visibility by clicking the link to "Make it public" under your name and title. You can also make your profile public by clicking the Edit button and selecting the box next to the words "Make my profile public."



Your profile is private and won't appear in search results. [Make my profile public](#) [Preview public version](#)

**Google Scholar** [Edit](#) [Follow](#)

**Imed Bouchrika**  
University of Souk Ahras  
Biometrics, Computer Vision  
Verified email at guide2research.com  
Homepage

Citation indices		All	Since 2011
Citations		506	427
h-index		12	11
i10-index		12	11

[Change photo](#) **My profile is private - [Make it public](#)** [Co-authors](#) [Edit...](#) No co-authors

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### Profil Google Scholar suite...

Étape 9 : vous pouvez demander à Google Scholar d'ajouter automatiquement vos nouveaux articles à votre profil dès qu'ils sont indexés.

Étape 10 : Votre profil est privé si vous venez de le créer. Pour modifier la visibilité de votre profil, cliquez sur le lien "Rendre public" situé sous votre nom et votre titre. Vous pouvez également rendre votre profil public en cliquant sur le bouton Modifier et en cochant la case située à côté des mots "Rendre mon profil public".

### Google Scholar Profile cont...


**Add co-authors**

- Adding co-authors is a good way to let others know you're now on Google Scholar. However, you can only add co-authors who have already created their own Google Scholar profiles. Google Scholar tries to find authors who have user profiles and list them for you. Thus, if you don't see co-authors, it's likely they don't have Google Scholar user profiles.
- To add a suggested co-author, find the "Co-authors" section on the top right-hand section of your profile, and then click the plus-sign next to each co- author you want to add.

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### Profil Google Scholar suite...

#### Ajouter des co-auteurs

- L'ajout de coauteurs est un bon moyen de faire savoir aux autres que vous êtes désormais présent sur Google Scholar. Toutefois, vous ne pouvez ajouter que des coauteurs qui ont déjà créé leur propre profil Google Scholar. Google Scholar essaie de trouver les auteurs qui ont un profil d'utilisateur et de les répertorier pour vous. Par conséquent, si vous ne voyez pas de coauteurs, il est probable qu'ils n'ont pas de profil utilisateur Google Scholar.
- Pour ajouter un coauteur suggéré, trouvez la section "Coauteurs" dans la partie supérieure droite de votre profil, puis cliquez sur le signe plus en regard de chaque coauteur que vous souhaitez ajouter.

### Google Scholar Profile cont...

- To add a suggested co-author, find the "Co-authors" section on the top right-hand section of your profile, and then click the plus-sign next to each co-author you want to add.

**Stacy Konkiel**  
Director of Marketing & Research, Impactatory  
Digital Libraries, Data Sharing and Preservation, Institutional Repositories,  
Altimetrics, Scientometrics  
Verified email at impactatory.org - Homepage  
My profile is public

**Google Scholar**

Citation indices	All	Since 2009
Citations	33	33
h-index	6	6
i10-index	1	1

**Add a suggested co-author to your profile here**

**Add co-authors**

Heather Plowman	+ X
Brian Westra	+ X
Lisa Johnston	+ X

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### Profil Google Scholar suite...

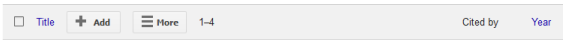
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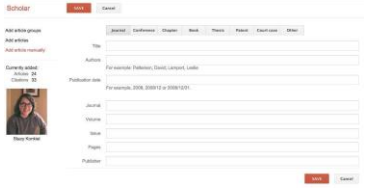
### Google Scholar Profile cont...




- You might have articles that Google Scholar didn't automatically add to your profile. If that's the case, you'll need to add it manually.

**Click the "Add" button** in the grey toolbar within your profile.



On the next page, **click the "Add article manually" link** in the left-hand toolbar. Then you'll see this screen:



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### Profil Google Scholar suite...

- Vous avez peut-être des articles que Google Scholar n'a pas automatiquement ajoutés à votre profil. Si c'est le cas, vous devez les ajouter manuellement. Cliquez sur le bouton "Ajouter" dans la barre d'outils grise de votre profil.
- Sur la page suivante, cliquez sur le lien "Ajouter l'article manuellement" dans la barre d'outils de gauche. Vous verrez alors cet écran :

## 2. ResearchGate

ResearchGate is a professional network for scientists and researchers. It started when two researchers discovered firsthand that collaborating with a friend or colleague on the other side of the world was no easy task. Founded in 2008, ResearchGate today has over 15 million members and its' mission is to connect the world of science and make research open to all with researchers able to share research articles, ask and answer questions, and find collaborators.

<https://www.researchgate.net/>



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## 2. ResearchGate

ResearchGate est un réseau professionnel pour les scientifiques et les chercheurs. Il a vu le jour lorsque deux chercheurs ont découvert par eux-mêmes que collaborer avec un ami ou un collègue à l'autre bout du monde n'était pas chose aisée. Fondé en 2008, ResearchGate compte aujourd'hui plus de 15 millions de membres et sa mission est de connecter le monde de la science et de rendre la recherche accessible à tous, en permettant aux chercheurs de partager des articles de recherche, de poser des questions et d'y répondre, et de trouver des collaborateurs.

Slide 27

## Signing up at ResearchGate

Discover scientific knowledge and stay connected to the world of science

Join for free

Connect with LinkedIn Connect with Facebook

Press on this button

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S'inscrire à ResearchGate

## ResearchGate cont...

- Choose the type of researcher you are



The screenshot shows the ResearchGate registration process. At the top, it says 'Join 14+ million researchers, including 63 Nobel Laureates'. Below this is the question 'What type of researcher are you?'. There are four options, each with a small icon and a description:

- Academic or student**: University students and faculty, institute members, and independent researchers
- Corporate, government, or NGO**: Technology or product developers, R&D specialists, and government or NGO employees in scientific roles
- Medical**: Health care professionals, including clinical researchers
- Not a researcher**: Journalists, citizen scientists, or anyone interested in reading and discovering research

At the bottom of the slide, there are three logos: 'The PASET Regional Scholarship and Innovation Fund', 'PASET' (Pan-African Society for Applied Sciences, Engineering & Technology), and 'icipe' (Inter-Community Institute for Policy and Economic Research).

### ResearchGate suite

Choisissez le type de chercheur que vous êtes

## ResearchGate contd...

- Fill your institution and press continue



The screenshot shows the ResearchGate sign-up page. At the top, there is a teal header with the ResearchGate logo. Below the header, the text reads "Show where you conduct research" and "Enter your institution details to quickly find your colleagues and keep up with their research." There are two input fields: "Institution" with the text "Baghdad College of Dentistry" and "Department" with a dropdown menu. Below the fields is a blue "Continue" button and a smaller link "Skip this step".

https://www.researchgate.net/signin/signin.html

ResearchGate

**Show where you conduct research**  
Enter your institution details to quickly find your colleagues and keep up with their research.

Institution  
Baghdad College of Dentistry

Department  
Use the drop-down or start typing

**Continue**

Skip this step



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### ResearchGate suite

Remplissez votre institution et appuyez sur continuer

## ResearchGate cont...

Fill the information out, then press continue

**Notes:**  
1. You must write your name as written in your articles.  
2. You must use the official E-mail of your institution

**ResearchGate**

Join 14+ million researchers, including 63 Nobel Laureates  
Read the latest publications in your field • Discuss your work with other specialists • Collaborate with colleagues

First name


Last name

Your institution email

Password  Show password

By clicking Continue, you agree to our [Terms of Service](#) and the [Privacy Policy](#).


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### ResearchGate suite

Remplissez les informations,  
puis appuyez sur continuer

**Notes :**

1. Vous devez écrire votre nom tel qu'il est écrit dans vos articles.
2. Vous devez utiliser l'adresse électronique officielle de votre institution

## ResearchGate cont...



**A verification email will be sent to your official email. You should open this email and press on the provided link. By doing this step you've completed the registration process to get an account in ResearchGate**

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### ResearchGate suite

Un email de vérification sera envoyé à votre email officiel. Vous devez ouvrir cet e-mail et cliquer sur le lien fourni. En faisant cette étape, vous avez terminé le processus d'enregistrement pour obtenir un compte dans ResearchGate.



**ResearchGate suite**



## ResearchGate cont...

The screenshot shows the ResearchGate login interface. At the top, there is a teal header with the ResearchGate logo and links for 'Join for free' and 'Log in'. The main content area features the text 'Advance your research' and 'Discover scientific knowledge, and make your research visible.' Below this is a 'Join for free' button and social media links for LinkedIn and Facebook. On the right side, there is a login form with fields for 'Email' (containing 'awth@emal.missouri.edu') and 'Password', a 'Forgot password?' link, a 'Remember me' checkbox, and a 'Log in' button. A blue callout box with the text 'Press on this' has an arrow pointing to the 'Log in' button. At the bottom of the page, there are logos for 'The PASET Regional Scholarship and Innovation Fund', 'PASET' (Pan-African Science, Engineering & Technology), and 'icipe' (International Centre for Inclusive and Community Empowerment).

**ResearchGate suite**

Slide 34

## ResearchGate cont...

The screenshot displays the ResearchGate website interface. At the top, there is a search bar and a navigation menu. The main content area is divided into two columns. The left column features two article snippets: one titled "use  $\beta$  affects colorectal cancer cell growth and prognostic biomarker" and another titled "for the appear of unknown peak near 3keV in EDX for Icon?". The right column contains a "Do you have a research question?" section with a "Your profile" dropdown menu circled in blue. The dropdown menu includes options: "Invite your co-authors", "Settings", "Help", and "Log out". Below this is an "Ad you may be interested in" section featuring a Coursera advertisement for "Java Programming Specialization". At the bottom of the page, there are logos for "The PASET Regional Scholarship and Innovation Fund", "PASET", and "icipe".

ResearchGate suite

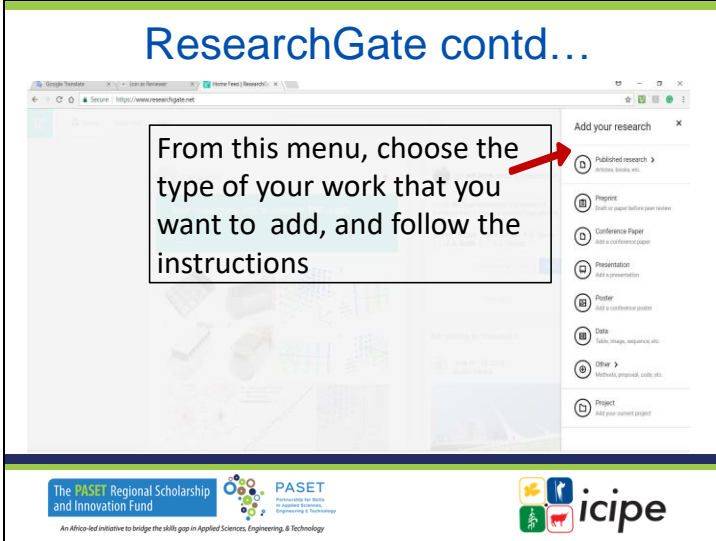
Slide 35

## ResearchGate cont...

The screenshot displays the ResearchGate website interface. At the top, there is a navigation bar with 'Home', 'Questions', and 'Jobs' links, and a search bar. A blue 'Add New' button is visible in the top right corner, with a callout box pointing to it that says 'press this button'. The main content area features a notification from Thomas Dales: 'Your colleague's article reached 100 reads' with a 'Like' button. Below this is a grid of scientific images. To the right, there is a question 'Did Jeff Smith author this publication?' with 'No' and 'Yes' buttons. Below that, there is a section 'Ads you may be interested in' with a date 'June 12 - 15, 2018' and a location 'Dublin, Ireland'. At the bottom, there are logos for 'The PASET Regional Scholarship and Innovation Fund', 'PASET', and 'icipe'.

ResearchGate suite

## ResearchGate contd...



The screenshot shows the ResearchGate website interface. A text box with a black border and white background is overlaid on the page, containing the text: "From this menu, choose the type of your work that you want to add, and follow the instructions". A red arrow points from the text box to the "Add your research" dropdown menu. The menu is open, showing several options: "Published research" (with a right-pointing arrow), "Preprint", "Conference Paper", "Presentation", "Poster", "Data", "Other" (with a right-pointing arrow), and "Project".

From this menu, choose the type of your work that you want to add, and follow the instructions

Add your research

- Published research > Archive, books, etc.
- Preprint Draft or paper before peer review
- Conference Paper Add a conference paper
- Presentation Add a presentation
- Poster Add a conference poster
- Data Text, image, sequence, etc.
- Other > Methods, protocol, video, etc.
- Project Add your current project

The footer of the slide contains three logos: "The PASET Regional Scholarship and Innovation Fund", "PASET" (Pan-African Science, Engineering & Technology), and "icipe".

### ResearchGate suite

Dans ce menu, choisissez le type de votre travail que vous voulez ajouter, et suivez les instructions

## 3. LinkedIn

### Agenda

- What is LinkedIn?
- Why is it important?
- Build your profile
- Build your network
- Identify opportunities

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## 3. LinkedIn

### Agenda

- Qu'est-ce que LinkedIn ?
- Pourquoi est-ce important ?
- Créez votre profil
- Construisez votre réseau
- Identifier des opportunités

## What is LinkedIn?

- Professional social networking site
- Owned by Microsoft
- Over 500 million members
- Build & manage your professional identity
- Build & engage your professional network
- Access knowledge & insights
- Identify & connect to opportunities



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### Qu'est-ce que LinkedIn ?

- Site de réseau social professionnel
- Propriété de Microsoft
- Plus de 500 millions de membres
- Créez et gérez votre identité professionnelle
- Créez et engagez votre réseau professionnel
- Accédez à des connaissances et des idées
- Identifiez et saisissez les opportunités


## Why is LinkedIn important?

- **LinkedIn is a Source to Share Ideas and Connect:** People connecting and helping each other. Learning about new industries, companies, people. Getting to know others in the world around us.
- Networking: it's a simple idea, but it's a powerful one. And it can be extremely **useful**.
- Recruiters use LinkedIn every single day, to source possible candidates, network with hiring managers, and learn about companies.
- People use LinkedIn to share their own ideas, links to articles and good causes, engage in conversation with people, and make introductions between connections.
- Basically it's networking: a supportive system of sharing information and services among individuals and groups having a common interest. ([Dictionary.com](http://Dictionary.com))

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### Pourquoi LinkedIn est-il important ?

- LinkedIn est une source pour partager des idées et se connecter : Les gens se connectent et s'entraident. Apprendre à connaître de nouveaux secteurs, entreprises et personnes. Apprendre à connaître les autres dans le monde qui nous entoure.
- La mise en réseau : c'est une idée simple, mais puissante. Et elle peut être extrêmement utile.
- Les recruteurs utilisent LinkedIn tous les jours pour trouver des candidats potentiels, établir des contacts avec les responsables du recrutement et se renseigner sur les entreprises.
- Les gens utilisent LinkedIn pour partager leurs propres idées, des liens vers des articles et de bonnes causes, engager la conversation avec des personnes et faire des présentations entre connexions.
- Il s'agit essentiellement de réseautage : un système de soutien permettant de partager des informations et des services entre des individus et des groupes ayant un intérêt commun. (Dictionnaire.com)

## Build Your Profile: Headline


**Professional profile photo**

- Warm & friendly
- Natural eyes (no wide eyes)
- Eye contact (with camera)
- Accentuate jawline
- Dress for your role
- Head & shoulders
- Solid color background




**Customized profile headline**


- My role (e.g. Strategic Sales Professional)
- Personal value proposition
- Who do I help & how do I help them?



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### Créez votre profil : Titre :

#### Photo de profil professionnelle

- ✓ Chaleureuse et amicale
- ✓ Yeux naturels (pas de grands yeux)
- ✓ Contact visuel (avec l'appareil photo)
- ✓ Accentuez la mâchoire
- ✓ Habillez-vous en fonction de votre rôle
- ✓ Tête et épaules

#### Fond de couleur unie

- ✓ Titre de profil personnalisé
- ✓ Mon rôle (par exemple, professionnel de la vente stratégique)
- ✓ Proposition de valeur personnelle
- ✓ Qui est-ce que j'aide et comment est-ce que je les aide ?



## Build Your Profile: Profile Summary


**Demonstrate an understanding of potential employers:**  
I understand the reality for Sales leaders has never been more challenging. Market leading Sales teams must deliver revenue growth while facing the headwinds of increased competition, heightened customer expectations & commoditization. At the bottom line, value-leading organizations are determining ways to more effectively position, & get credit for, the value they bring to customers.

**You Summarize your professional skills:**  
As a strategic Sales professional, I drive revenue growth by effectively positioning my company as a strategic resource to prospective and current customers. I sell value over price with the goal of building long-term relationships. I am seeking a new opportunity with a value leading organization.


**Fit Highlight the fit between you and prospective employers:**  
Market leading companies and I share a common belief that customer value is derived from far more than price. Working together, we will achieve revenue growth by combining your brand and solutions with my experience and capability to grow new customer acquisition, customer retention & penetration across existing distribution.

**Action Encourage people to contact you:**  
Passionate about bringing value to customers, I am seeking to connect with business leaders from market leading companies who wish to accelerate their results.


LET'S CONNECT:  
✉ yourname@isp.com  
☎ 952-555-5555



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### Créez votre profil : Résumé du profil

#### Démontrez votre compréhension des employeurs potentiels :

Je comprends que la réalité pour les leaders des ventes n'a jamais été aussi difficile. Les équipes commerciales leaders du marché doivent assurer la croissance des revenus tout en faisant face aux vents contraires de la concurrence accrue, des attentes plus élevées des clients et de la banalisation. En fin de compte, les organisations qui créent de la valeur déterminent des moyens de positionner plus efficacement la valeur qu'elles apportent aux clients et d'en obtenir le crédit.

#### Vous résumez vos compétences professionnelles :

En tant que professionnel de la vente stratégique, je stimule la croissance des revenus en positionnant efficacement mon entreprise comme une ressource stratégique pour les clients actuels et potentiels. Je vends la valeur plutôt que le prix dans le but d'établir des relations à long terme. Je suis à la recherche d'une nouvelle opportunité au sein d'une organisation leader en matière de valeur.

#### Fit Mettez en évidence l'adéquation entre vous et les employeurs potentiels :

Passionné par l'apport de valeur aux clients, je cherche à entrer en contact avec des dirigeants d'entreprises leaders du marché qui souhaitent accélérer leurs résultats.

### Build Your Profile: Position Summary

**Position summary:**

- Title
- Company
- Dates of employment
- Location
- Description of responsibilities
- Results & successes

Include examples of work, video, company website, etc.

**Experience**

**Consultant**  
IMPAX Corporation  
Jan 2017 – Present • 1 yr 2 mos  
Greater Minneapolis-St. Paul Area

As a Sales Consultant, I am a strategic guide to help Sales leaders accelerate the performance of their teams and experience improved results. Working together, we can help you assess your current situation and develop a strategy to help you achieve objectives, implement key strategies and address business issues.

Today, Sales leaders face many challenges; not the least of which is positioning the value your organization brings to customers in an era of increased commoditization and procurement. That's why we take a strategic, yet practical, approach to helping you get credit for the value you bring. Leveraging a consistent sales process focused on understanding your customers' business and communicating how, working together, you can help them achieve their business direction is essential to gaining decisions from executives who can buy value. We'll help you analyze your current situation, bring a consistent process to your sales strategy, and train your team with a focus on executing the sales process immediately and effectively. Our team takes a value-based approach to accelerating your sales success.

**Media (1)**

Impax | Global Sales Performance Improvement

### Créez votre profil : Résumé du poste


#### Résumé du poste :

- Titre
- Entreprise
- Dates d'emploi
- Lieu
- Description des responsabilités
- Résultats et réussites

Incluez des exemples de travail, une vidéo, le site web de l'entreprise, etc.

## Build Your Profile cont...

- Education
- Volunteerism
- Skills
- Recommendations
- Accomplishments
- Interests
- Networks
  - Family
  - Friends
  - Professional contacts
- Engage with insights
  - Like
  - Comment
  - Post



### Créez votre profil en cont...

- Éducation
- Bénévolat
- Compétences
- Recommandations
- Réalisations
- Intérêts
- Réseaux
  - Famille
  - Amis
  - Contacts professionnels
- S'engager avec les idées
  - J'aime
  - Commenter

Poster

## Identify Opportunities

- Apply for jobs
- Following companies of interest
- View recruiter profiles (make sure your profile is public)
- Identify 1<sup>st</sup> degree contacts who are connected > reach out & request a networking meeting!
- Identify 2<sup>nd</sup> degree contacts who are connected > leverage your 1<sup>st</sup> degree contacts!

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### Identifier les opportunités

- Postuler à des emplois
- Suivre les entreprises qui vous intéressent
- Consulter les profils des recruteurs (assurez-vous que votre profil est public)
- Identifiez les contacts de 1er degré qui sont connectés > contactez-les et demandez une réunion de réseautage !
- Identifiez les contacts de second degré qui sont en relation > tirez parti de vos contacts de premier degré !

## Identify Opportunities cont...

The screenshot shows a LinkedIn job posting for 'Housecalls Product Manager' at United-Health Group. The job description is partially visible, mentioning 'You can be a better guide than any map or navigation system...'. The 'Apply' button is highlighted with a red arrow. A callout box points to the 'Apply' button with the text: 'Apply for jobs & Ask for a referral!'. Another callout box points to the 'Interested in new opportunities?' toggle switch, which is currently turned off, with the text: 'Make sure you are letting Recruiters know you are open by turning this setting is ON.' Below the job description, there are sections for '22 connections can refer you' and 'People also viewed'.

**Make sure you are letting Recruiters know you are open by turning this setting is ON.**

**Apply for jobs & Ask for a referral!**

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### Identifier les opportunités suite...

- Assurez-vous que vous faites savoir aux recruteurs que vous êtes ouvert en activant ce paramètre.
- Postuler à des emplois & Demandez une recommandation !

## 4. Academia.edu

<https://www.academia.edu/>

- ✓ The purpose of academia.edu is to allow academics to share their research, monitor the impact of their research, and track the research of other academics that they follow
- ✓ Has one of the largest membership base of 154,140,888 Academics and Researchers
- ✓ Sign up with Google or Facebook options
- ✓ Have courses / videos feature by experts mainly on research writing and publishing – coming up in April 2021

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## 4. Academia.edu


<https://www.academia.edu/>

- ✓ L'objectif d'academia.edu est de permettre aux universitaires de partager leurs recherches, de surveiller l'impact de leurs recherches et de suivre les recherches d'autres universitaires qu'ils suivent.
- ✓ Possède l'une des plus grandes bases de membres, avec 154 140 888 universitaires et chercheurs.
- ✓ S'inscrire avec les options Google ou Facebook
- ✓ Des cours et des vidéos sont proposés par des experts, principalement sur la rédaction et la publication de travaux de recherche - à venir en avril 2021


## Academia.edu

<https://www.academia.edu/>


- ✓ Some features are restricted to subscription e.g. checking your mentions, advanced search results, checking profile visitors, CV analytics, and PDF package of paper you are reading + 30 related download (USD 99 annually)
- ✓ Analytics feature shows details about visitors to your papers over the last 30 days



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### **Academia.edu**

<https://www.academia.edu/>

- ✓ Certaines fonctionnalités sont réservées à l'abonnement, par exemple la vérification de vos mentions, les résultats de la recherche avancée, la vérification des visiteurs du profil, les analyses de CV et le pack PDF de l'article que vous lisez + 30 téléchargements connexes (99 USD par an).
- ✓ La fonction d'analyse donne des détails sur les visiteurs de vos articles au cours des 30 derniers jours.

## 5. ORCID



- ✓ ORCID stands for **Open Researcher and Contributor ID**
- ✓ ORCID is a **unique digital identifier that distinguishes you from every other researcher**
- ✓ **Free** to individual researchers
- ✓ Being a non-profit organization, ORCID is supported by a global community of member organizations, including research institutions, publishers, funders, professional associations, service providers, and other stakeholders in the research ecosystem through paid membership . Currently 1240 ORCID member organizations who pay for institution membership: <https://info.orcid.org/about-membership/>



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## 5. ORCID

- ✓ ORCID signifie Open Researcher and Contributor ID (identification ouverte des chercheurs et des contributeurs)
- ✓ ORCID est un identifiant numérique unique qui vous distingue de tous les autres chercheurs.
- ✓ Gratuit pour les chercheurs individuels
- ✓ En tant qu'organisation à but non lucratif, ORCID est soutenu par une communauté mondiale d'organisations membres, notamment des institutions de recherche, des éditeurs, des bailleurs de fonds, des associations professionnelles, des fournisseurs de services et d'autres parties prenantes de l'écosystème de la recherche, par le biais d'une adhésion payante. Actuellement 1240 organisations membres d'ORCID qui paient pour une adhésion institutionnelle : <https://info.orcid.org/about-membership/>



## ORCID Benefits

- ✓ Solves the problem of author identification through the unique ORCID iD
- ✓ Removes names ambiguity caused by:
  - ❖ marriage, or several different spellings of the same name e.g. Nyaga, Nyagah
  - ❖ People sharing names
  - ❖ Inconsistent name formats
- ✓ You can connect your iD with your professional information including grants, publications, peer review, and more


  
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### Avantages d'ORCID

- ✓ Résout le problème de l'identification des auteurs grâce à l'ORCID iD unique.
- ✓ Supprime l'ambiguïté des noms causée par :
  - le mariage, ou plusieurs orthographes différentes d'un même nom, par exemple Nyaga, Nyagah
  - des personnes partageant des noms
  - Des formats de noms incohérents
- ✓ Vous pouvez relier votre iD à vos informations professionnelles, notamment les subventions, les publications, l'évaluation par les pairs, etc.

### ORCID Benefits cont...

- ✓ Helps showcase your publications from a single one link
- ✓ You can search the registry to find collaborators
- ✓ The combined use of the [Digital Object Identifier \(DOI\)](#) with the author ID allows a unique association of authors and scientific articles – you get credit for your work
- ✓ A DOI is unique and permanent. It is linked to your published work – mostly in research papers
- ✓ New published works with DOI provided are updated automatically to your ORCID account for their trusted organizations such as Elsevier, Taylor & Francis



#### Avantages d'ORCID suite

- ✓ Permet de mettre en valeur vos publications à partir d'un seul et unique lien
- ✓ Vous pouvez effectuer des recherches dans le registre pour trouver des collaborateurs
- ✓ L'utilisation combinée de l'identifiant d'objet numérique (DOI), [https://en.wikipedia.org/wiki/Digital\\_object\\_identifier](https://en.wikipedia.org/wiki/Digital_object_identifier) et de l'identifiant d'auteur permet d'associer de manière unique les auteurs et les articles scientifiques - vous êtes crédité de votre travail.
- ✓ Un DOI est unique et permanent. Il est lié à votre travail publié, principalement dans les documents de recherche.
- ✓ Les nouveaux travaux publiés avec un DOI sont automatiquement mis à jour sur votre compte ORCID pour les organisations de confiance telles que Elsevier, Taylor & Francis, etc.

**ORCID 2025 Vision**

A world where all who participate in research, scholarship, and innovation are uniquely identified and connected to their contributions across disciplines, borders, and time.

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Connecting research and researchers

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**Vision d'ORCID 2025**


Un monde où tous ceux qui participent à la recherche, à l'érudition et à l'innovation sont identifiés de manière unique et reliés à leurs contributions par-delà les disciplines, les frontières et le temps.

## Other common identifiers

[ResearcherID](#) - provided by Thomson Reuters (the company that provides Web of Science). Syncs with ORCID

[Scopus](#) Author Identifier - Automatically generated for authors whose work is indexed in Scopus. Need to publish with a journal indexed by Scopus to get ID

Data can be exchanged between ResearcherID system and [ORCID](#)



### Autres identifiants communs

ResearcherID - fourni par Thomson Reuters (la société qui fournit Web of Science). Se synchronise avec ORCID

<http://www.researcherid.com/Home.action?SID=2BHeenI2UgGHkiyCrSy&returnCode=ROUTER.Success&SrcApp=CR&Init=Yes>

Scopus Author Identifier - Généré automatiquement pour les auteurs dont le travail est indexé dans Scopus. Nécessité de publier dans une revue indexée par

<https://www.elsevier.com/solutions/scopus/support/authorprofile>

Scopus pour obtenir l'identifiant. Les données peuvent être échangées entre le système ResearcherID et ORCID <https://en.wikipedia.org/wiki/ORCID>

### Why have an ORCID?

1. A mandatory field in the faculty profile in some institutions
2. Promotion requirement in some institutions
3. Journal article publishing
4. National Commission for Science, Technology and Innovation (NACOSTI) platform for research license application (Kenya)
5. Applying for grants
6. Use in contact cards, email signature e.t.c.

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### Pourquoi avoir un ORCID ?

- Un champ obligatoire dans le profil de la faculté dans certaines institutions
- Condition de promotion dans certaines institutions
- Publication d'articles de journaux
- Plate-forme de la Commission nationale pour la science, la technologie et l'innovation (NACOSTI) pour la demande de licence de recherche (Kenya)
- Demande de subventions
- Utilisation dans les cartes de contact, les signatures de courriel, etc.

**ORCID**  
[https://www.youtube.com/watch?v=a1Rijk\\_TMHA](https://www.youtube.com/watch?v=a1Rijk_TMHA) (4 mins video)

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**ORCID**


[https://www.youtube.com/watch?v=a1Rijk\\_TMHA](https://www.youtube.com/watch?v=a1Rijk_TMHA) (vidéo de 4 minutes)

## Creating ORCID Account

**Step 1**  
Go to <https://orcid.org/>

**Step 2**  
Click on SIGN IN / REGISTER button at the top right of the page

- Sign in if you already have an account  
<https://orcid.org/signin> OR
- Register for an account  
<https://orcid.org/register>

  
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### Création d'un compte ORCID

Étape 1 Aller sur <https://orcid.org/>

Étape 2 Cliquez sur le bouton SIGN IN / REGISTER en haut à droite de la page.

Connectez-vous si vous avez déjà un compte <https://orcid.org/signin> OU

Créez un compte <https://orcid.org/register>

## Creating ORCID Account cont...

Once you register for an account, an email will be sent to the email used to register and you are required to verify your email by clicking on the link. The email will also have your ORCID iD number indicated.

ORCID <support@verify.orcid.org>  
to me

**ORCID**

Dear Mary Ngiure,

Thank you for registering for an **ORCID** identifier. To complete your registration please verify your email address.

[Verify your email address](#)

Or copy and paste this link into your browser's address bar:  
<https://orcid.org/verify-email/bEYxGd2L0Y2RmsSbk10ZFvZAvVXhpUDJQOFhRQTNhdmNVVvk2REhVQdzOTJqZEIwTFM4RFFRNGxJRkVmbQ?lang=en>

The **PASET** Regional Scholarship and Innovation Fund

**PASET**  
Accounting for Skills  
in Applied Sciences,  
Engineering & Technology

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### Création d'un compte ORCID suite...


Une fois que vous aurez créé un compte, un courriel sera envoyé à l'adresse utilisée pour vous inscrire et vous devrez vérifier votre adresse en cliquant sur le lien. L'email contiendra également votre numéro ORCID iD.




## Populating your ORCID Account

**Once you have created your account:**


1. ORCID will identify a list of works on the web that are in your names – confirm the works that are yours and add
2. Your name by default will be publicly available – you can edit this by clicking on edit button
3. Email address by default will be private – you can edit this as well by clicking edit button
4. You will be taken to your dashboard where you can input / update your details among others:
  - ✓ Employment
  - ✓ Education and qualifications
  - ✓ Funding
  - ✓ works



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### Remplir votre compte ORCID

#### Une fois que vous avez créé votre compte :

- ORCID identifiera une liste d'œuvres sur le Web qui sont à vos noms - confirmez les œuvres qui sont les vôtres et ajoutez-les.
- Votre nom sera par défaut accessible au public - vous pouvez le modifier en cliquant sur le bouton "edit".
- L'adresse e-mail par défaut sera privée - vous pouvez également la modifier en cliquant sur le bouton "modifier".
- Vous accéderez à votre tableau de bord où vous pourrez, entre autres, saisir et mettre à jour vos données :
  - ✓ Emploi
  - ✓ Formation et qualifications
  - ✓ Financement
  - ✓ travaux

## Updating your account details

The screenshot displays the ORCID account management interface. At the top, the user's name 'Mary Ngiure' is shown with an 'edit' button. Below this, the ORCID ID is displayed as 'https://orcid.org/0000-0001-7318-9041'. The main content area is divided into sections: 'Employment (1)', 'Education and qualifications (0)', and 'Invited positions and distinctions (0)'. Each section has a plus icon and an 'add' button. The page also includes a 'Biography' section and a 'Country' field. The footer contains logos for 'The PASET Regional Scholarship and Innovation Fund', 'PASET', and 'icipe'.

Mise à jour des détails de votre compte

## Adding your scholarly works

The screenshot shows a library interface with a list of works. The first work is titled "The value and challenges of providing and accessing Government open data in developing countries: Kenyan context from a citizen's perspective" and is a 2016 conference paper. The source is listed as Mary Ngiire. A dropdown menu is open, showing various options for adding the work: Search & link, Add ArXiv ID, Add DOI, Add PubMed ID, Import BibTeX, and Add manually. A red box highlights the "Add manually" option. A red text overlay says "Click on any of the listed various options to add your scholarly work." The interface also includes buttons for "COMBINE", "DELETE", "Add works", "Export works", and "Sort".

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### Ajout de vos travaux universitaires

**ORCID**  
Connecting research and researchers

Live Demo  
<https://orcid.org/>

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**Démonstration en direct**  
<https://orcid.org/>

## Key Questions for self

1. Do I have scholarly online presence?
2. Which platforms have I put in place already?
3. Which additional ones do I need to put in place?
4. Am I up-to-date in all the platforms?

**Remember:** Publish – update!

Change jobs: update!

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### Questions clés pour soi

- Ai-je une présence en ligne savante ?
- Quelles plateformes ai-je déjà mises en place ?
- Quelles sont les autres plateformes que je dois mettre en place ?
- Suis-je à jour dans toutes les plateformes ?

**N'oubliez pas :** Publier - mettre à jour !


Changez d'emploi : mettez à jour !




## Remerciements

Donateurs apportant un soutien financier durablement à l'icipe


# Thank you



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Programme for Applied Sciences, Engineering & Technology





Regional Coordination Unit


For more information contact

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**Merci.**