

Close encounters of a different kind: Social Media as a multipurpose tool for Research Administrators – Four case studies



CLOSE ENCOUNTERS

OF A DIFFERENT KIND

***SOCIAL MEDIA AS A MULTIPURPOSE TOOL
FOR RESEARCH ADMINISTRATIONS
FOUR CASE STUDIES***

A Case Study:



Phil Ward

Deputy Director

University of Kent



INSIDE:
Meet the
Eastern ARC Fellows p3

Research Active

The Newsletter of University of Kent Research Services, Vol 9, Issue 1 Oct 2014

RESEARCH PRIZES LAUNCHED

A new scheme to recognise outstanding research achievements will be launched this term. Whilst the University has, for some time, recognised outstanding imagination, commitment and achievement in teaching by awarding Teaching Prizes for research. The new scheme is open to all research-active staff at the University, and there will be separate prizes for and there will be recognition for outstanding doctoral projects.

'I am very pleased to endorse this new scheme,' said the PVC Research and Innovation, Prof Philippe De Wilde. 'Talking to Directors of Research and individual academics since I arrived in the summer, it is clear that Kent is home to some excellent research. We should do more to celebrate and publicise it. I would encourage all to think about nominating colleagues who have produced outstanding work in the last year.'

Nominations should be based on a range of exceptional achievements,

which could include but not be limited to: publications in highly ranked journals, number of citations, grants awarded, influence beyond the immediate peer group, and impact. Nominations should be made using the form available from Research Services, and should be submitted by 19 January 2015. Awards will be announced at a gala dinner on 27 March 2015.

A dedicated webpage is being developed; in the meantime contact Phil Ward for more detail (p.ward@kent.ac.uk, xtn 7748)

Highest Ever Value of Research Grants

The value of awards was up 47% last year to a record high of £17.6m. This is an increase of £5.6m on the year before, and up £3.8m on the current five year average.

'This is a great achievement, and shows a clear direction of travel' said the Vice Chancellor, Prof Dame Julia Goodfellow. 'The substantial recent investment in new staff, together with dedicated central support and excellent mentoring by colleagues has led to this step change in award value. I congratulate all those who have played a part in achieving this. All should take heart from these figures, and I would encourage all academics to consider drafting bids. Total value by School is given on the right, and a full list of recent awards is given on pages 5-8.'

Total Grant Value 2013-14	
SSPSSR	£2,791,896
Biosciences	£2,523,364
Anthropology	£2,407,223
EDA	£2,271,068
CMP	£1,846,519
SPS	£1,479,090
Computing	£991,505
History	£951,583
SECL	£398,696
Pol/IR	£391,972
KLS	£284,448
English	£186,547
Pharmacy	£182,787
SMSAS	£156,590
Economics	£155,659
Sports	£134,294
Music & Fine Art	£129,400
KBS	£127,733
Psychology	£74,468
Arts	£74,181
Architecture	£33,782

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News in E

The Research Councils will be undertaking Kent's management of awards in May. audit, but Kent will be the first to be audited by the RCUK system. They will be focussing in physical sciences and Engineering and Digital Arts

Alf Game, the BBSRC's Deputy Director of Innovation and Skills who visited the University of Kent has agreed to come back to chair a mock peer review panel on 30 June. Whilst the EPSRC does the regular basis, territory for the Contact Phil Ward (p.ward@kent.ac.uk) you'd like to take



Adrian Alsop, the ESRC's Director of Research, will be visiting the University in the Autumn Term. It is hoped he will talk about the changes to the ESRC peer review system, as well as giving some insight into the ESRC's priorities in difficult financial times.

SHOW ME THE MONEY

How much is the EC planning to spend on Horizon 2020, and will it offer the same deal for researchers as FP7?

The proposed budget for Horizon 2020 will increase from the current total for FP7 of €50bn to €80bn, a rise of 46%.

This proposal will now be negotiated with the Parliament and Council, and agreement will probably only be finalised in 2012.

In the meantime the EC is also considering reimbursement rates for participants in the new Framework.

REF TO BE DELAYED

HEFCE, the Higher Education Funding Council for England, published its preliminary decision last month on the shape of the Research Excellence Framework (REF) successor to the RAE.

There was little change from their initial proposal although HEFCE recognised the concern that the system has expressed over impact, but said the UCU petition challenging it was based on the Research Councils' understanding of impact (i.e. future rather than past) and use of citations will be left up to individual subject panels.



David Sweeney: 'I'm nervous about the use of citations'

More interesting was the 'Shaping the Future' report by Paul Clark, York, said that HEFCE's Director of Research, published in the Times Higher. He said that the cost of the REF will be more detail of HEFCE's thinking on citations said that the cost of the REF will be more detail of HEFCE's thinking on citations said that the cost of the REF will be more detail of HEFCE's thinking on citations

Pass Notes on the REF2014

So what's the latest?

Over the summer HEFCE published a swathe of guidance on the forthcoming REF, and we now have a good idea of what it will look like. Armed with this information the University will be running a pilot exercise in 2012 as a dress rehearsal for the final countdown in 2013.

Pilot Exercise! Do I need to do anything for it now?

Only if you're a REF Coordinator. This term, they will be preparing for the first round of submissions. Yes, this term, they will be preparing for the first round of submissions. Yes, this term, they will be preparing for the first round of submissions.

Impact (worth 20% of the score) This will be based on a small number of studies for each Unit of Assessment. HEFCE is defining impact broadly, and it will include social, economic and environmental benefits beyond academia. From excellent research on which it's been taken place between Dec 2013. The impact has been felt between 2013.

Disciplines each subject area, are they relevant to the REF?

Right far. A

EPSRC Ch-ch-ch-ch

The EPSRC has introduced a Fellowship scheme. Changes include: a single, unified scheme for all career stages; no closing date or eligibility criteria; a focus on specific disciplines; and freedom for applicants to ask for less than 100% of their time.

Elsewhere, the Council has got into hot water with the 'Shaping the Future' report by Paul Clark, York, said that HEFCE's Director of Research, published in the Times Higher. He said that the cost of the REF will be more detail of HEFCE's thinking on citations said that the cost of the REF will be more detail of HEFCE's thinking on citations

CHANGES TO THE RESEARCH COUNCILS

The Research Councils have announced changes to their funding priorities in light of the Government's budget allocation, with a 3% cut from all but the MRC:

AHRC:

- Capital funding will be cut entirely;
- It will abolish the Creative and Performing Arts Fellowships, Practice-led Research Grants and Applied Route KT Fellowships and Catalyst schemes;
- It will introduce 4 priorities: digital transformations; translating cultures; care for the future; and In addition, it will invest in languages.



ESRC:

- Funding on research to be cut by £5m pa by 2014;
- The small grants scheme will be cut and minimum spend for standard grants scheme will be raised to £200,000, from 1 Feb 2011;
- It will combine existing schemes for early career researchers into a future research leaders scheme, and combine large grants and centres competitions with each other.
- Its contribution to interdisciplinary programmes (such as food security) will be maintained, but it has signalled a shift from global to UK focus and greater emphasis on impact.

Its 'seven challenges' will narrow down to 3 strategic priorities: Economic performance and sustainable growth; Influencing behaviour and culture; and fair society.

Crafting a Storm-proof Application

Bid writing is not an exact science, but there are some common points that you should keep in mind when preparing your application:

Do you have the right profile and project?

This is a basic one, but crucial. Do you have the right track record and profile to be 'viable' in the funder's eyes? Is the project plausible and necessary, and appropriate for you at your stage of your career?

Now think of the specifics

So you've got a good idea, but you've got to think about the specifics of the project. What will you do? What are your objectives, your plan, your timescale? Why now? Why you? What are the outcomes? What resources do you need?

Concentrate on the methodology

Keep theoretical background to a minimum, and get on to the project itself as soon as possible. Funders want to know what you're going to do with their money, and whether your methodology is reasonable, appropriate, and likely to yield an answer.

Give yourself time

It takes longer than you think to write a proposal. Be aware of the deadline and don't leave it to the last minute. I'd suggest at least a month to write, at least a week for approval, on average 6 months for outcome, plus you'll need time to recruit staff etc

Show it to your peers

I can't stress this enough. You've lived with it for months, it's your baby, but you need to get it out of your head and into the world. Get it out of your head and into the world. Get it out of your head and into the world.



is intended to make a virtue of this necessity. It encourages applicants to discuss their proposals and get constructive feedback from those in the best position to help. Research Services are currently discussing the system with Heads of Schools, Directors of Research and others. Final proposals will be published in the Summer.

The Proposed System

- will be mandatory for large applications (>£100k for Social Sciences, and >£200k for others);



Wish List

- To develop an inclusive community
- To be a mix of items
 - Noticeboard
 - Notes & Advice
 - Humour
 - Commentary
- To appeal to both an internal/external audience
- To be easy to update
- To respond quickly to events
- To be free from the 'party line'

Exemplar



Welcome To The Research Office Blog!

Posted on September 3rd, 2008 by David Young



UNIVERSITY OF
LINCOLN

Welcome to the new blog for the University of Lincoln Research Office. This blog will be regularly updated with the latest research funding news and opportunities relevant to University of Lincoln staff. Stay up to date by bookmarking this page using your browser or the [social bookmarking](#) button below (if you're not sure what this is, check out Joss Winn's [very informative p](#) on the main learning lab blog).

You could also use a [feed reader](#) to subscribe to the [RSS feed](#) of this blog. There isn't a lot to see here at the moment, but in the meantime you might like to check out the Research Office's [delicious bookmarks](#). The most recent five links are shown in the sidebar to the right of this post.

Delicious is a social bookmarking website which allows you to collect and tag links and share them with friends and colleagues. It's a bit like the favourites menu on Internet Explorer (or bookmarks in Firefox), only you can access it anywhere you can access the internet and tagging allows you to easily sort and find relevant links.

More research news soon, and feel free to leave a comment if you'd like to tell us what you think or if you have any suggestions.

Tags: [blog](#), [research](#), [welcome](#)

Posted in [Uncategorized](#) | (0) Comments | [Click here to add a](#)

First Iteration (2009-14)

Basic template:
muted colours,
reassuring
design

Stories tended
to be
inoffensive

Stories
published in full
on front page

Use of
pictures to
break up text

Twitter
added later
to add
immediacy

Index: only
archive in
date order



Second Iteration (2014-)

Simpler, less cluttered template

Stories indexed by type

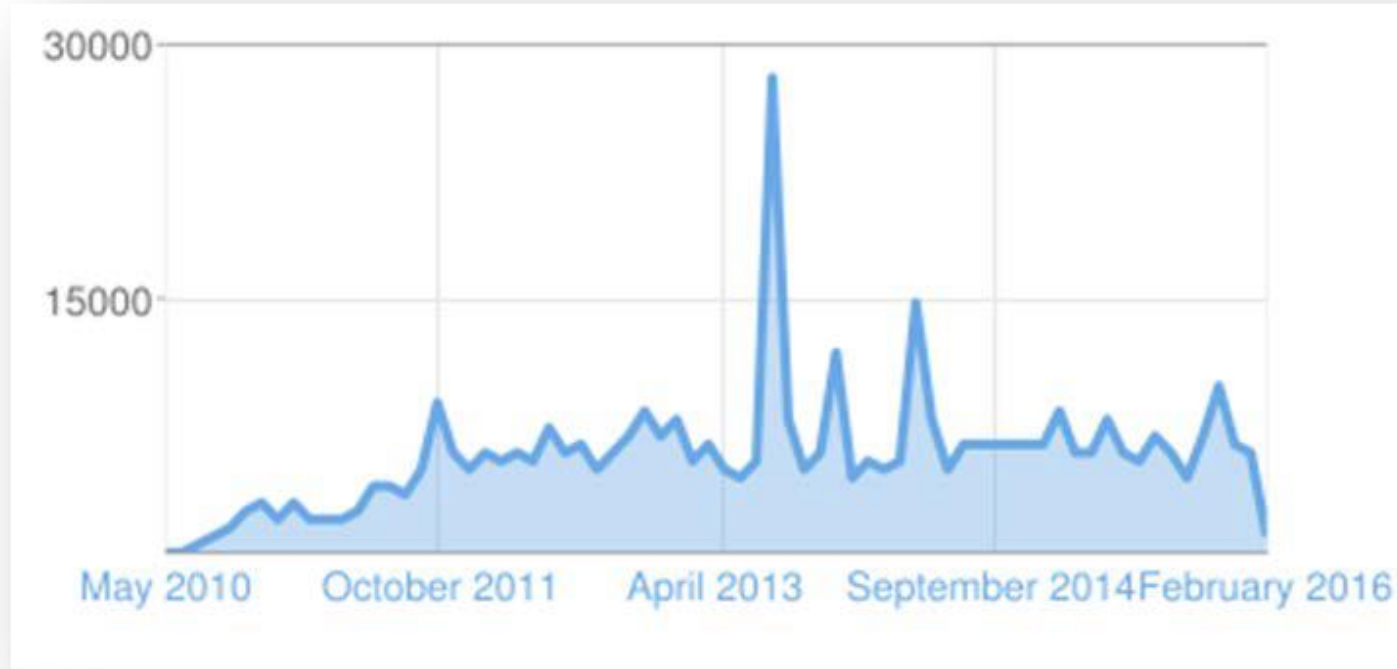
Only two most recent stories on front page

Stories cut off after first paragraph

'Lucky dip' selection from the archive



Statistics












**NB Doesn't include posts read via RSS feed*

Statistics

- 777 posts
- Least visited: generally 'notices'
- Most visited: generally 'humour'
 - But some 'commentary' and 'notes' score highly if focusing on hot topic (eg metrics, open access, writing a good application)

Pageviews today	18
Pageviews yesterday	237
Pageviews last month	6,119
Pageviews all time history	398,228

Statistics

Entry	Pageviews	
Peer Review & Changing a Lightbul... 26 May 2011, 17 comments	46526	
RCUK Moon Rocks Kidnapped 8 Sep 2010	7082	
Meanwhile, on the Horizon... 30 Sep 2011, 2 comments	6853	
How to Fail at FP7 6 Oct 2011, 4 comments	3056	
Government Follows up REF and T... 15 Nov 2015	2845	
Essential Elements of a Good Appli... 5 Nov 2013	2455	
The End is Nigh 14 Feb 2012	2309	
Going down with All Hands 20 Mar 2016, 1 comment	2273	
Notes from Open Access Forum, U... 21 Jan 2013	1897	
Leverhulme Fellowships: Notes from.. 27 Oct 2015	980	

Statistics



Entry	Pageviews
United Kingdom	103542
United States	75616
Russia	13378
Germany	11075
Canada	7257
France	6505
Australia	4273
Ukraine	3530
Netherlands	2426
Spain	1497

Benefits

- Raising profile & connecting with wider community
 - Making contacts: eg *Times Higher*, *Research Fortnight*, ARMA Mentor
 - ‘Joining the conversation’. Being aware of issues/activities at a much earlier stage
 - Influencing/being influenced
 - Raising awareness of Kent
- Outlet for ideas, frustrations, creativity
- It's not going to go away

Difficulties

- Getting started
- Being consistent
 - Tone, quality, quantity
- Commitment
 - Keeping track of issues: 'always on'
 - Additional 'duty' to keep blog updated
- Judging the limits
 - 'Over sharing'
 - Insulting/slandering

If You're Thinking About It...

- Do it
- But consider
 - Do you have time?
 - Do you have material?
 - Will your institution allow you?
- You don't have to do it all now, or ever



Research Fundermentals

Highlights and insights from the wonderland of UK research funding

Monday, 8 September 2014

FTU Monopoly



As you can imagine we were very excited to learn about the special edition of Monopoly that the University of Kent is producing as part of its fiftieth anniversary celebrations.

We here at Fundermental Towers University (FTU) are celebrating our own landmark. Can it really be 26 and a half since we were

We feel it is only right an own branded Monopoly excellent work, an FTU

Posted by Phil Ward :
Labels: Fundermental

The Danger

From the Archive



VIRGINIA TECH PARTNERING PROGRAMME ANNOUNCED
11/10/2010 - 0 Comments
Two awards from the Kent-Virginia Tech Partnering Programme have been announced. The Program is aimed at...



RCUK TO CONCENTRATE ON LARGE CASES
25/11/2010 - 0 Comments
This week's Times Higher is reporting on 'Concentrate' case. Councils are aiming to 'concentrate case'...



EC WORK PROGRAMME: P...
12/07/2011 - 0 Comments
I know the blog's been a bit the way le petit gateau se...

REF 'MAIN PAIR'
07/04/2010 - 0 Comments
... are a...

Phil Ward

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<http://fundermental.blogspot.com>

<http://twitter.com/frootle>

Phil Ward
@frootle

Deputy Director of Research Services at the University of Kent. about.me/phil.ward
Canterbury
fundermental.blogspot.com
Joined October 2009

338 Photos and videos

TWEETS 7,939
PHOTOS/VIDEOS 338
FOLLOWING 700
FOLLOWERS 1,116
FAVORITES 40

Phil Ward @frootle · 23h
Interesting, but makes me think we're running out of things to moan about. Well behaved youth, via [@spikedonline spiked-online.com/newsite/article...](http://spikedonline.com/newsite/article...)

Phil Ward @frootle · Sep 17
Ahl Too good to be true MT @lizmorrish: @CarolynBarker1 @sarasheridan @WeidnerWendy Sorry it's an urban legend! nytimes.com/2001/09/06/tec...

Phil Ward @frootle · Sep 17
Golly. I'll keep an eye on @CarolynBarker1 MT @sarasheridan: Publisher dies at desk. No-one noticed

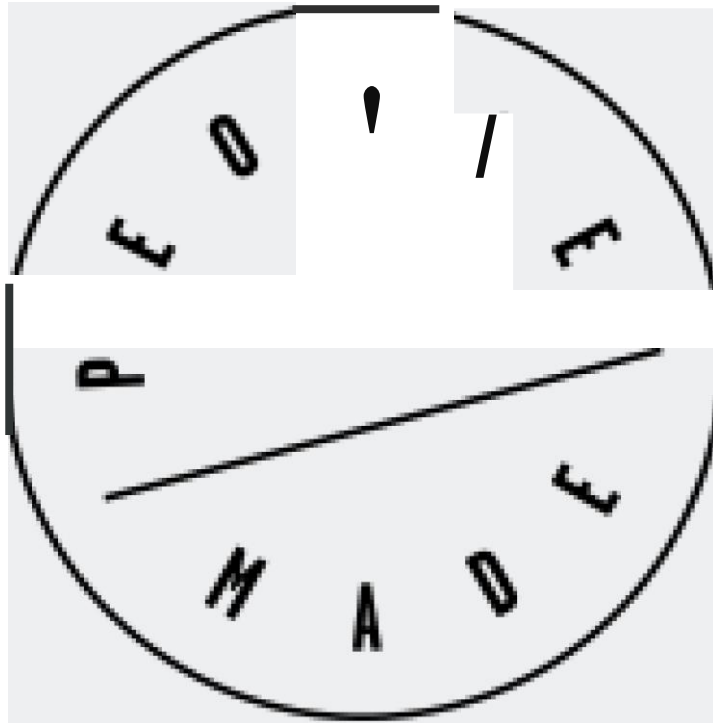
Worker dead at desk for five days
From the New York Times: Bosses of a publishing firm are trying to work out why no one noticed a worker had been sitting dead at his desk for five days.



Community Building with social media

Case 2: Twitter account @ResearchUGent (Esther De Smet)





**People are at
the heart of
Research Policy**



Research communication & impact agenda



Multi-channel approach





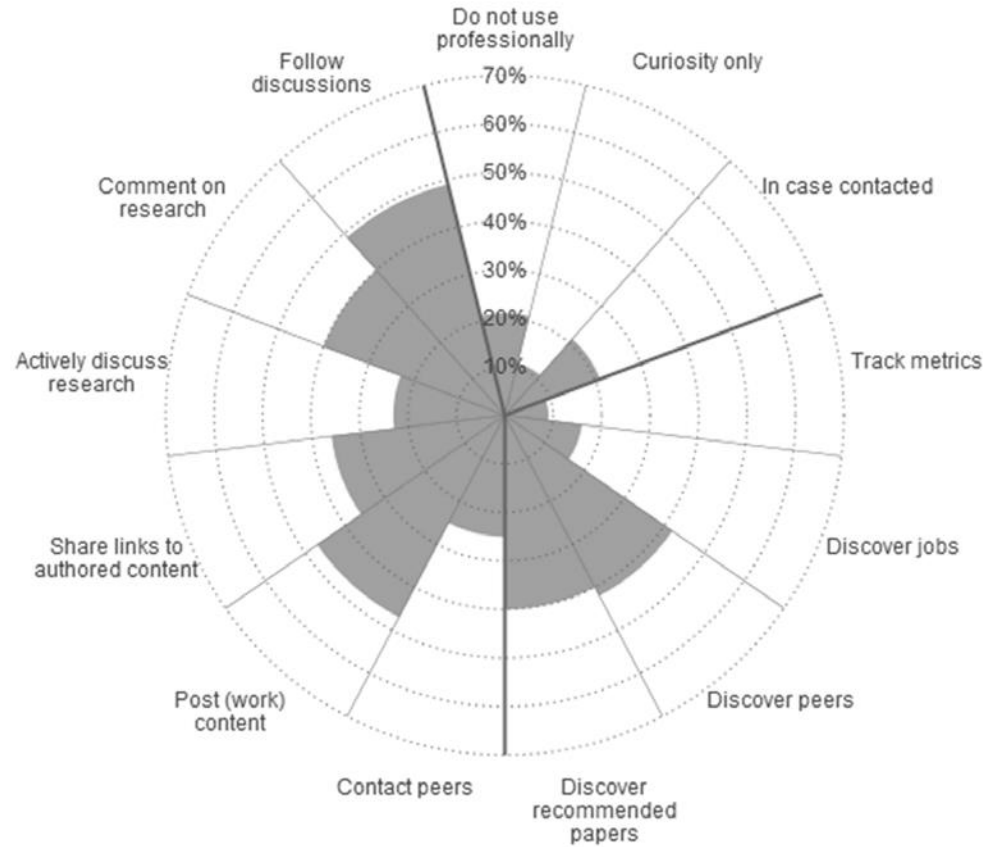
Choosing Twitter



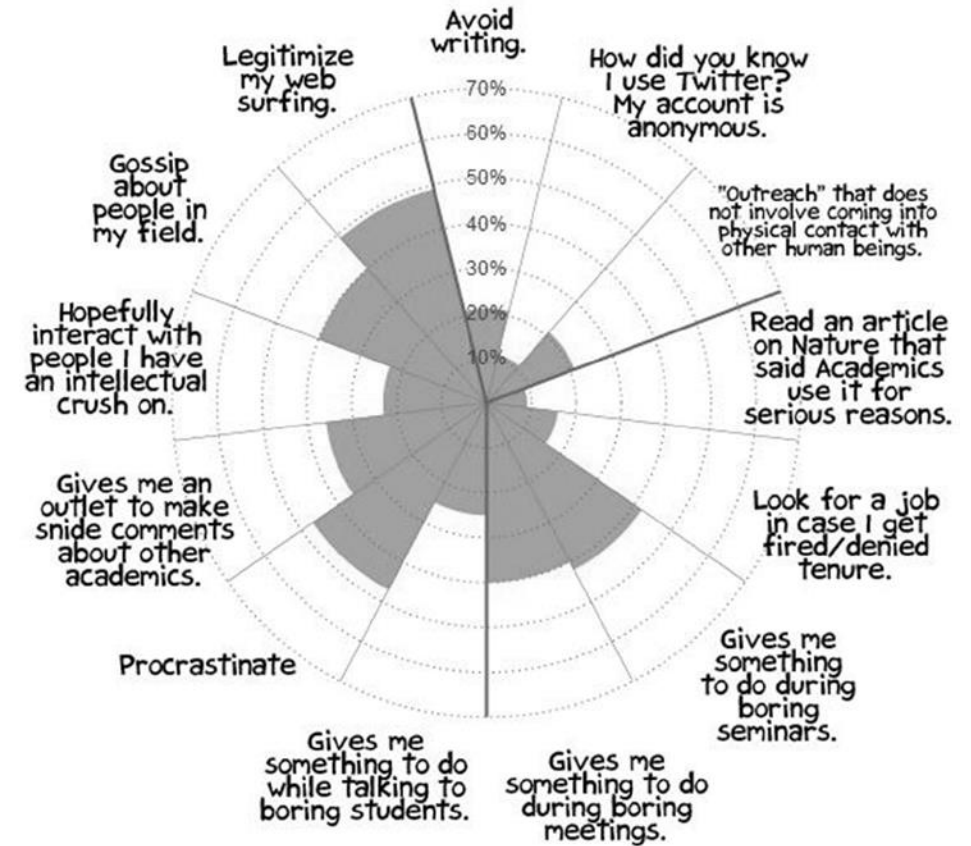
Research@UGent
@Res.earchUGent

NEWS	FOLLOWING	FOLLOWERS
1.1K	879	4,417

Online collaboration: Scientists and the social network, Richard Van Noorden, Nature 512, 126–129 (14 August 2014)



Why Academics REALLY Use Twitter



WWW.PHDCOMICS.COM

Choosing Twitter

- Extra channel
 - Filling the void
 - More than press releases and success
 - Real-life science
 - Context
- Different voice
 - More than faceless admin
 - Making policy engaging
- Modern academic
 - Digital presence
 - Open science: collaboration & sharing
- Online community > offline community
 - Beyond the usual suspects
 - Solidarity



Objectives





selecting

informing

educating

amplifying

fluffing

helping

match-making

Objectives

MAR 2016 SUMMARY

Tweets
242

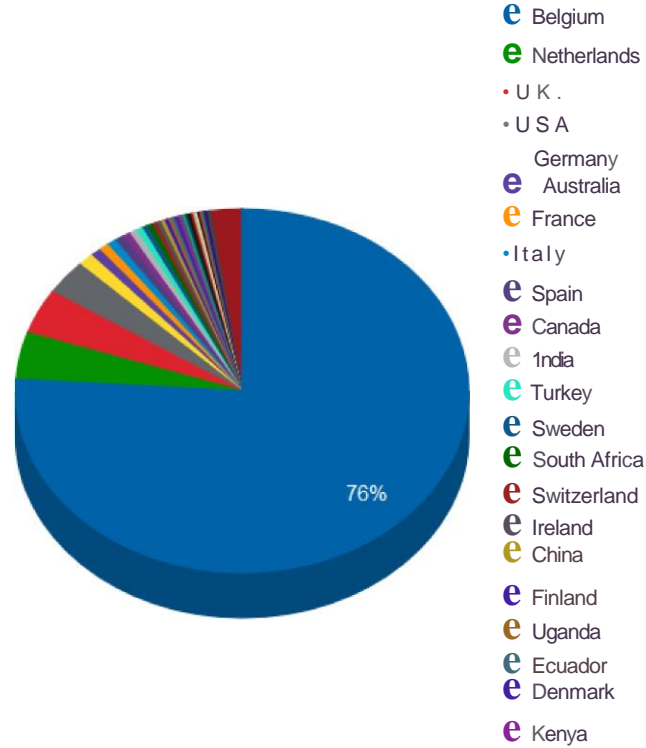
Tweet impressions
248K

Profile visits
3,522

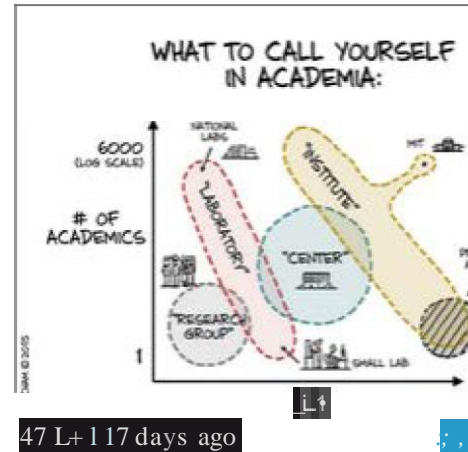
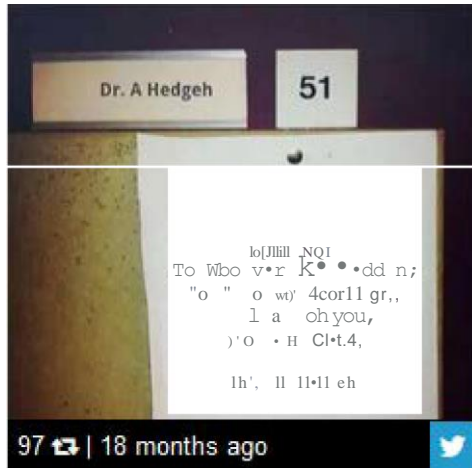
Mentions
138

New followers
164

72,402
ACCOUNTS REACHED



Results





Research@UGent @ResearchUGent
 Sending love to everyone affected by
 #BrusselsAttacks . Stay calm and safe. Let
 love rule.pic.twitter.com/bfxl3XAPI3

Impressions	13,915
Total engagements	234
Media engagements	146
Likes	31
Retweets	23
Detail expands	16
Hashtag clicks	9
Profile clicks	7
Link clicks	2

But it's essentially about so much more than numbers



Yves Sagaert @Yvessagaert 5d
 After many revisions of my research paper, the pmfessm finally says: it's good what you have written, but write it again.
[#PhDLife](#)

Details ... T'i • ...



Research@UGent @Researc... 5d
 @YvesSagaert We feelfor you.
 Hang in tlhere!
pietwitter.com/sMMku74009



•view



Yves Sagaert
 @YvesSagaert

@ResearchUGent Thanks for your support!



Philippe Smet @pfsmet 16h
 @lcoenye @ugentbiblio @ResearchUGent Schitterend! Dan zal ik het voor de BOF-PhD-aanvraag een laatste keer manueel doen, met de glimlach ;)



[View conversation](#)



Tom Coenye @tcoenye 16h
 @pfsmet Demoversie is ondertussen getest (en goed bevonden!), uitrol komt er binnenkort aan! @ugentbiblio @ResearchUGent



[View conversation](#)



Philippe Smet @pfsmet 16h
 Liefste @ugentbiblio, zouden jullie export-tool kunnen maken voor BOF aanvragen (inclkwartiel, rank > 2014)? Dikke #merci! @ResearchUGent

Veel dank alweer voor retweet:ik merk aan de site dat er sindsdien al meer bezoekers zijn dan op andere dagen ©

Veel groeten

Jurgen



Sven Mueller @... 3 Dec 15, 12:05pm

Hi, I am still a little confused about the use of @s and #. In the Psychology we made a crowdfunding video to help of abuse recover quickly. I use of cognitive training and chance you could please spread this with a retweet. I have a look at the video what you think. We would be happy to have a look at the video! Thanks so much!



Sven Mueller @s... 3 Dec 15, 6:10pm
 Super, thank you!! Yes, I might come back to you regarding that while I am still figuring it all out. At the moment, it is just me but as the group is growing it might become quite helpful.



Research@UGent ... 3 Dec 15, 4:36pm
 I'm on it! By the way, if you ever need twitter training (e.g. for the research group), let me know! Happy to organise it



thibaut renson1 ... 19 Feb 16, 9:15am
 Bedankt voor mijn stuk op te pikken!!

Dag Esther,

Ik wou je nog eens bedanken voor de social media-su pport (het werkt wel),!

Nu moet ik mijn media presence nog wat optimaliseren (en de journalisten moeten meer interesse aan te quotes te gebruiken) ;-) Pieter



Research@UGent · Mar 17
 Maybe you should ask my 'customers'? ;-)

Dr Inger Mewbum @thesiswhisperer
 Twitter - your help please? Does your university do good social media training? Looking for best practice. Pis RT! #phdchat

Jo Vandesompele @jvdesomp · Mar 17
 I've only heard YES! @ResearchUGent

Research@UGent
 @ResearchUGent

@jvdesomp So happy to have you as my number one fan :-)

E Gabriel Neuman added you to list gneuman/excellentes-twitteros

... In reply to Research@UGent

Marina Arnaldos Orts @MarinaArnaldosO · 23 Apr 2015
 @ResearchUGent whoever is writing these updates is a comedic genius, I actually search for them every other day

Stan Van Praet @StanVanPraet · Mar 16
 @ResearchUGent @ugent How do you link your ORCID to your LinkedIn profile? #struggling #shouldbepossible

Research@UGent @ResearchUGent · Mar 16
 @StanVanPraet Is quite low tech. You add your LinkedIn details to 'websites'. Additional ly you might add a link to your Biblio profile to LI

Stan Van Praet @StanVanPraet · Mar 16
 @ResearchUGent OK, I thought it would be more advanced, oeps. Idea for future update @ORCID_Org ? I will do this as well UGent. #Thanks !

Research@UGent @ResearchUGent · Mar 16
 @StanVanPraet And don't forget your twitter account ;-)

Stan Van Praet @StanVanPraet

@ResearchUGent Was added as first! ;-)
 #ofcourse

12:42 PM - 16 Mar 2016

But it's essentially about so much more than numbers



- Underrepresentation of predocs, overrepresentation of professors
- Underrepresentation of medical, applied and exact sciences, overrepresentation of social sciences
- Few women and international (cf. professorial make-up)
- Average age 36

Make-up of our Twitter community

- o Social media has 'rules'

- You get what you give
 - Interaction
 - Authenticity
 - Rules do not mean control'

- o ·voice rnatters

- o Organisational know-how

- Ownership of expertise
 - Bonus at workshops

- o Acknowledge pitfalls

- Limits to academic freedom
 - Accelerated Academy



LESSONS LEARNED

Thank you!

RESEARCH AT GHE UNIVERSITY

Esther De S1net

Senior Research Policy Advisor

Research Department
Ghent University

@sterretje8
@Research1UGent

© 2016





'Close encounters of a different kind: Social media as a multipurpose tool for Research Administrations'

PROMOTE YOUR RESEARCH

Emma Fadden & Liam Cleere



Key Action

“ Enhance the discoverability of our research through effective use of research repositories and a range of tools for dissemination ”

Source: UCD Research and Innovation Strategy 2015 - 2020

WHY

social media for dissemination?

For research to be found, it needs to be discoverable on the web

 *is the number one place people go to on the web to find out information*

Presence on online channels will boost the visibility of RESEARCH and RESEARCHER in the search results

[All](#) [News](#) [Images](#) [Maps](#) [Videos](#) [More ▾](#) [Search tools](#)

About 761 results (0.55 seconds)

UCD School of Archaeology: Professor Ron Pinhasiwww.ucd.ie/archaeology/staff/professorronpinhasi/ ▾

Ron Pinhasi received his BA in Archaeology from Simon Fraser University, Vancouver Canada (1996), His MA from Katholieke University Leuven, Belgium (1997) ...

School website

A very warm welcome to Prof Ron Pinhasi,... - UCD School ...https://www.facebook.com/permalink.php?story_fbid... ▾

A very warm welcome to Prof Ron Pinhasi, who has just been started his new academic position here in UCD School of Archaeology. Formerly of UCC, Prof...

Congratulations to Prof Ron Pinhasi, on... - UCD School of ...<https://www.facebook.com/permalink.php?id=138793279477130...> ▾

Congratulations to Prof Ron Pinhasi, on his new paper in the Journal of Human Evolution, where radiocarbon dating suggests that Neanderthals did not...



Facebook

Prof. Ron Pinhasi in the Irish Times... - UCD School of ...https://www.facebook.com/permalink.php?story_fbid... ▾

UCD School of Archaeology. June 13, 2013 - Dublin, Ireland · Prof. Ron Pinhasi in the Irish Times today... Is distinctive DNA marker proof of ancient genocide?

The Team - PINHASI-ERC - Google Sites<https://sites.google.com/site/pinhasierc/the-team> ▾

Ron Pinhasi is an Associate Professor, School of Archaeology, University College Dublin and Adjunct Assistant Professor in Trinity College Dublin. He is the ...

Project Team Website

PINHASI-ERC - Google Sites<https://sites.google.com/site/pinhasierc/home>

For more details email: ron.pinhasi@ucd.ie This project, which is led by Ron Pinhasi and is carried out in collaboration with leading European scientists, ...

Ron Pinhasi (University College Dublin, Dublin) on ...www.researchgate.net/profile/Ron_Pinhasi ▾

Ron Pinhasi of University College Dublin, Dublin with expertise in Biological Anthropology, Archaeology is on ResearchGate. Read 118 publications, and ...

ResearchGate Profile

Europeans intolerant to lactose - EurekAlert!www.eurekalert.org/pub_releases/2014-10/ucd-ae102014.php ▾

Oct 21, 2014 - According to Professor Ron Pinhasi from the UCD Earth Institute and UCD School of Archaeology, University College Dublin, the joint senior ...

EU News Article

Ron Pinhasi | University College Dublin - Academia.eduucd.academia.edu/httpssitesgooglecomsitepinhasierchome ▾

Oct 17, 2015 - Ron Pinhasi, University College Dublin, Archaeology Department, Faculty Member. Studies Biological Anthropology, Ancient DNA Research, ...

Academia.Edu Profile

[All](#) [Images](#) [News](#) [Maps](#) [Videos](#) [More ▾](#) [Search tools](#)

About 38,100 results (0.49 seconds)

Barry Smyth - Computer Scientist, Entrepreneur, First-Time ...
[about.me/barry.smyth ▾](#)

About.me makes it easy for you to learn about Barry Smyth's background and ... I'm a Professor of Computer Science at University College Dublin where I ...

 About.me - Aggregated Profile Page**Prof. Barry Smyth | The Insight Centre for Data Analytics**<https://www.insight-centre.org/users/barry-smyth ▾>


Biography: Prof. Barry Smyth holds the Digital Chair of Computer Science in University College Dublin and is a Director of the Insight Centre for Data Analytics.

 Insight Centre - Centre Website**Barry Smyth | UCD School of Computer Science**<https://csiweb.ucd.ie/users/barry-smyth ▾>

Prof. Barry Smyth holds the Digital Chair of Computer Science in University College Dublin. He is the Director of CLARITY: The Centre for Sensor Web ...

 csiweb - School Website**Professor Barry Smyth Named 2014 SFI Researcher of the ...**[www.ucd.ie/.../professorbarrysmythnamed2014sfiresearcheroftheyear/ ▾](#)

Nov 3, 2014 - Minister for Skills, Research and Innovation, Damien English TD has named UCD's Professor Barry Smyth as the 2014 Science Foundation ...

 ucd.ie - News story on university website**UCD Professor Barry Smyth named SFI Researcher of the ...**[www.ucd.ie/.../041114-UCD-Professor-Barry-Smyth-named-SFI-Researc... ▾](#)

Nov 4, 2014 - In recognition of his exceptional research accomplishments and contribution to the Irish scientific community, UCD Professor Barry Smyth has ...

Barry Smyth - UCD School of Computer Science<https://www.cs.ucd.ie/AcademicProfile/BarrySmyth/ ▾>

Barry Smyth. DIGITAL PROFESSOR OF COMPUTER SCIENCE. School of Computer Science Science Centre - North Belfield Dublin 4. Tel: +353 1 7162473

 Academic Profile**barrysmyth (@barrysmyth) | Twitter**<https://twitter.com/barrysmyth> 

21 hours ago

Improve Your Photography Skills with These 9 Photo Composition Tips by Steve McCurry [flip.it/SHN8D](#)

  Twitter**Big data scientist named researcher of the year**[www.irishtimes.com/.../big-data-scientist-named-researcher-of-the-year-1... ▾](#)

Nov 3, 2014 - Prof Barry Smyth wins Science Foundation Ireland award. ... Prof Smyth holds the digital chair of computer science in UCD's school of computer ...

 Irish Times news article**Interview with Prof Barry Smyth, UCD - YouTube**<https://www.youtube.com/watch?v=2Mz7FJOUeJ0>

Apr 25, 2013 - Uploaded by IDA Ireland

Prof Barry Smyth is a leading researcher in the recommender systems and web search space and an ...

  YouTube videos**UCD Faces of Research - Barry Smyth - YouTube**<https://www.youtube.com/watch?v=Ljn03vCMa-Q>

WHY

optimise research outputs?

Optimising the discoverability of research outputs is important for:

- Dissemination of knowledge
- Raising public understanding of research outcomes and impacts
- Enhancing visibility (of research and researcher)
- Improving citation rate and overall impact

WHAT

did we deliver?

A dedicated online destination to help researchers promote their research for greatest impact

Website: www.ucd.ie/PromoteYourResearch

*UCD Guide on Promoting Your Research for Greatest Impact
(downloadable PDF)*

Automated Twitter feed for Schools and departments in UCD to tweet their latest research publications

WHO

are these resources for?

All researchers in UCD, regardless of discipline or level

Research managers and administrators

Two distinct personas:

- New to this
- Ready to get started

www.ucd.ie/PromoteYourResearch



PROMOTE YOUR RESEARCH

Tips to promote your research for greatest impact

I'M NEW TO THIS – I NEED TO BE CONVINCED

As global scientific output doubles every nine years, it is more important than ever to ensure your research stands out.

[READ MORE](#)

I'M READY TO GET STARTED

Optimising the discoverability of your research on the internet is a great way to enhance its visibility, citation rate and impact. Read the UCD Guide on Promoting your Research for greatest impact.

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I'm new to this

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Global scientific output is **doubling** every nine years, so it is more important than ever to ensure your research publications are easily discoverable.

Traditional methods for promoting your research, although not the focus of this site, continue to be of primary importance. These include:

- Presenting your research at conferences
- Publishing it in a high quality printed journal or book
- Keeping your Researcher Profile up to date (via the [UCD RMS Profiles system](#))
- Communicating your research to diverse audiences, including the media and public. Initiatives such as Media Training for researchers, which is run by [UCD University Relations](#), and [Straight Talking Science](#) support researchers in honing the skills required for effective communication.

In addition, there are a multitude of online strategies that can be employed to supplement the traditional methods and help your research outputs to stand out from the crowd, for example:

- [Making your research discoverable online](#)
- [Building your online presence](#)

Still not convinced?

- [Ten compelling reasons for researchers to use online channels](#)

As with any new approaches there are also things to avoid:

- [Social media pitfalls](#)

I'm ready to get started



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Optimising the discoverability of your research on the internet is a great way to enhance its visibility, citation rate and impact.

Throughout the three stages of this guide, PREPARE, PROMOTE and MONITOR, we will show how social media and online dissemination tools can be used to boost the profile of your research.



Prepare

Preparing for Publication



Promote

Dissemination of publications and other research outputs



Monitor

Keeping track of your research output

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PREPARE

Preparing for publication




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↓ [PREPARE: Preparing for publication](#)

“ Choosing the right publication outlet in which to publish your work is one of the most important decisions you will make in relation to the dissemination of your research. You should be targeting the top journals that are relevant to your work. Also, write a clear and concise abstract, using words that you would like readers to associate with your research, to explain the work and the key findings.

 [Key Steps](#)

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Key Steps



Journal Articles

- › Establish your author name: consistency enhances retrieval
- › Use a standardised institutional affiliation and address, such as University College Dublin, School of Mathematics and Statistics, Dublin 4, Ireland
- › Assign [keywords](#), especially to the title and abstract. Remember to use the words that someone searching in Google would use to find your research
- › A good title and abstract are very important to ensure the work is retrievable via search engines of those searching for your work
- › Make sure your co-authors are the right team to prepare the publication. The involvement of international and industry co-authors can be useful in promoting the work
- › Get an [ORCID ID](#) (Open Research and Contributor ID). Publishers are promoting use of this ID to address the name ambiguity problems - ORCID provides a single and unique identifier for each researcher which is linked to your research output

Choose the right journal

- › Discuss with senior colleagues or mentors
- › Check discipline-specific lists of top journals, such as the FT45 in Business
- › Check which journals are contained in key databases, such as Scopus
- › Consider your key references and the most highly cited papers and authors in your area, and look at the journals in which they appear
- › Look at journal scope and editorial board
- › Investigate journal impact factors (check Thomson Reuters' [Journal Citation Reports](#) and Elsevier's [Scimago Journal & Country Rank](#))
- › Other factors to check are acceptance (can vary from 5% - 95%) and rejection rates, turnaround times, open access provision and other terms and conditions

Books and Book Chapters

This guide along with the website
www.ucd.ie/PromoteYourResearch
highlight some of the tools you can use to

PREPARE **PROMOTE** and **MONITOR** your research.



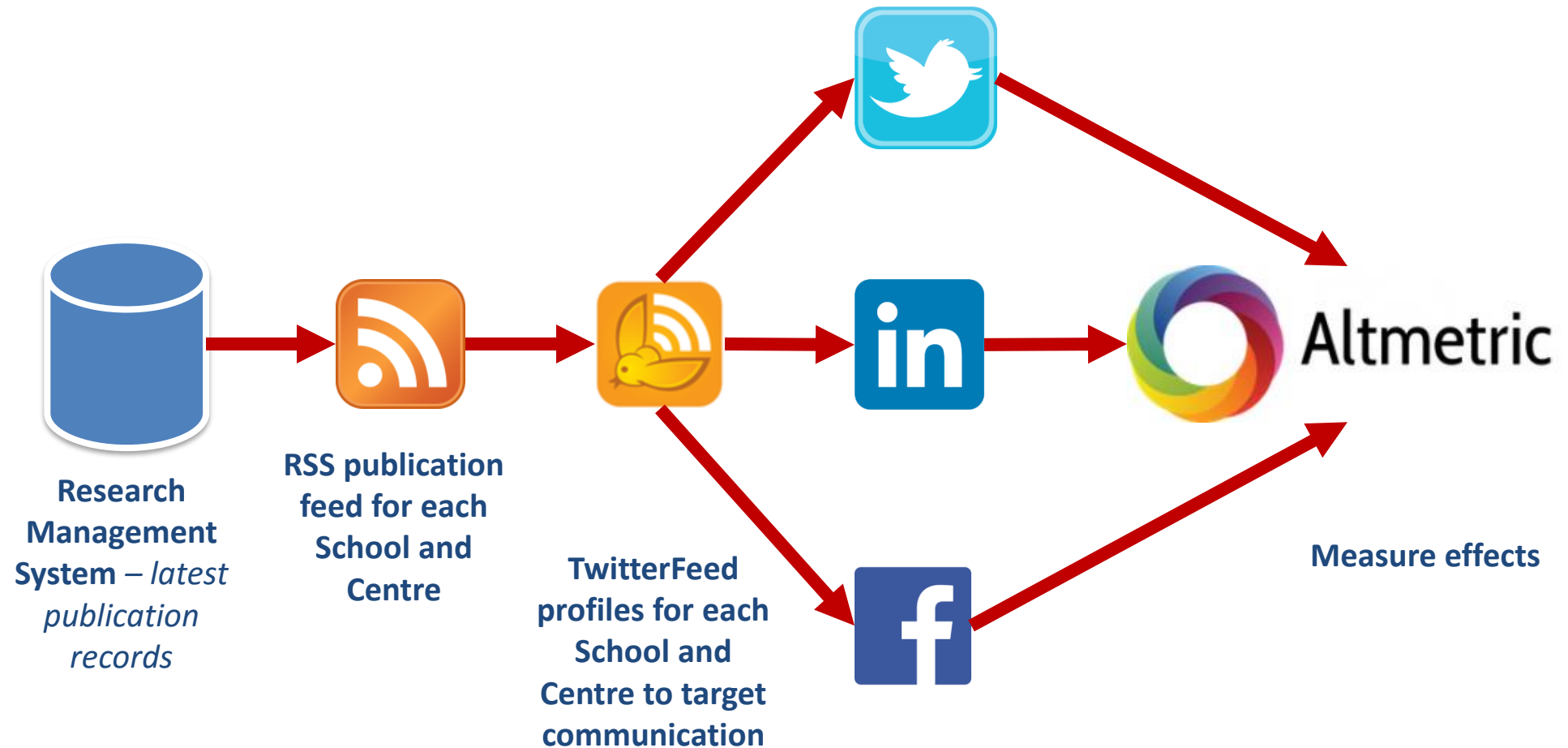
Automated Twitter Feed

1. Collection

2. RSS

3. TwitterFeed

4. Measurement



High Altmetric Scores from High Impact Journals

e data

Explore my institution

Help

Access provided by University College Dublin

Anonymous

Articles	Score			Articles in past 1y	Journal
	at Total	Total	Median		
21	1,849	1,849	32.63		Nature Add to filters
151	1,545	1,545	3		Physical Review Letters Add to filters
19	974	974	17.39		Science Add to filters
47	914	914	3.25		Physics Letters B Add to filters
124	664	664	1.13		arXiv Add to filters
72	623	623	2		PLoS ONE Add to filters
8	473	473	34.62		Nature Communications Add to filters
3	443	443	77.45		Science Translational Medicine Add to filters
3	377	377	3		Nature Physics Add to filters
88	350	350	1.25		Physical Review D: Particles Fields Gravitation and Cosmology Add to filters
33	283	283	4		Proceedings of the National Academy of Sciences of the United States of America Add to filters
53	268	268	1.35		Journal of High Energy Physics Add to filters

Altmetric for Institutions

A measure of societal impact?

Altmetric Explorer


My workspaces

Explore the data

Explore my institution

Help

UCD's highest scoring publication is from the School of Archaeology



SUMMARY

News

Blogs

Twitter

Facebook

Wikipedia

Title

Genome-wide patterns of selection in 230 ancient Eurasians.

Published in

Nature, November 2015

DOI

10.1038/nature16152

Pubmed ID

26595274

Authors

Iain Mathieson, Iosif Lazaridis, Nadin Rohland, Swapan Mallick, Nick Patterson, Songül

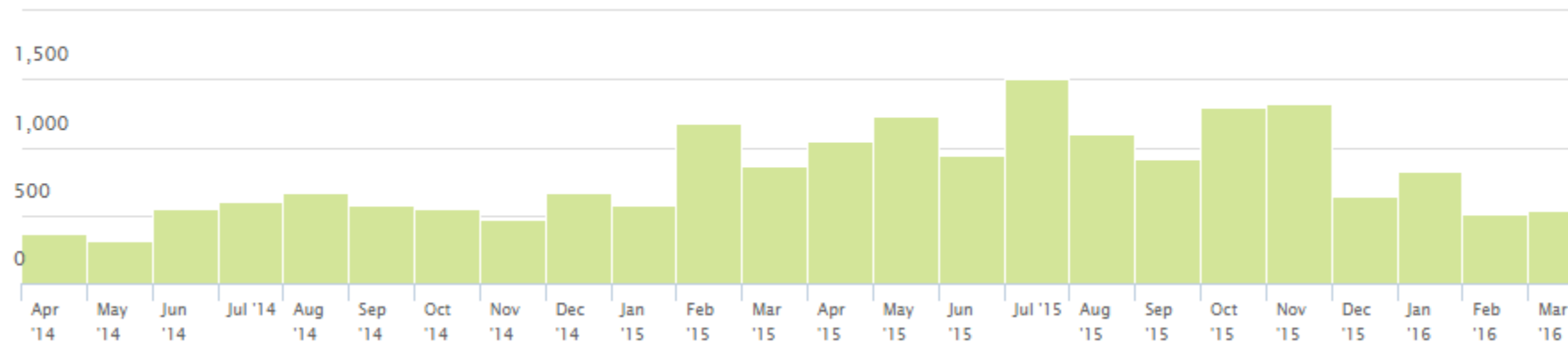
College	Number of papers with DOIs	Number of articles mentioned in social media
Health and Agricultural Sciences	7,410	2,546
Science	4,490	1,314
Engineering and Architecture	1,616	210
Social Sciences and Law	757	282
Business	274	63
Arts and Humanities	114	21

Coverage in *Altmetric for Institutions* is problematic due to its bias toward counting references with Digital Object Identifiers (DOIs)

Overall results to date

- *Very positive reaction*
- *Widespread use of the 'Promote your research' website*
- *Improving Social Media profile*

Chart of mentions of 4,146 matched articles from 2nd April 2014 to 1st April 2016



Source: Altmetric Explorer

Supporting academics with social media: reflections from REF2014

Julie Bayley

Coventry University

Health Psychology Researcher

(Formerly) Research Impact Officer

Winner ARMA 2015 Impact award

My perspective

Academic

- Applied researcher >10 years
- Health psychology / behaviour change interventions
- Work returned in REF2014
 - Sexual Health impact case study (UoA3)

Research impact officer

- Training and capacity building
- Skills development
- Strategy planning
- Bid writing
- Pathways
- Path logic / behaviour change

Research Excellence Framework (2014)

definition of impact:

‘For the purposes of the REF, impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’

AND this must be proven with evidence

Research Excellence Framework (2014)

definition of impact:

*‘For the purposes of the REF, impact is defined as an **effect on, change or benefit** to the economy, society, culture, public policy or services, health, the environment or quality of life, **beyond academia**’*

AND this must be **proven** with evidence

On being an academic in social media



- Increasing visibility and sector presence
- Developing a 'voice'
- Communicating research
- Networking
- Encouraging readership and citations
- Monitoring sector
- Advertising posts / PhDs / research
- Increasing immediacy



- Putting "head above parapet"
- Concerns over "what can be said" / institutional rules
- Inviting challenge
- Time and workload
- Not worthwhile
- Historically unnecessary
- Technophobia

What we learnt from REF

- Social media important part of impact pathway
 - Twitter
 - Facebook
- Correlation between altmetrics and citations
- Particularly relevant to public / proliferated impact

But.....

- Dissemination \neq impact
- Social media metrics \neq impact
- Citations \neq impact
- Visibility \neq impact
- Social media is part of the pathway and a means to make work visible; it is not impact itself
- Metrics show attention but not impact
- Academic audience

Supporting academics

- Focus on function of social media and how it can best fit the research
- Help determine the best platform(s)
- Discuss the aims of social media engagement for a project
- Discourage generic 'will use social media' statements
- Develop a tailored social media strategy
- Break the assumption that social media = impact
- Be clear on what metrics can tell us and what they cannot

What works*

- Live tweeting conferences (especially screen shots)
- Using tweets as a means to drive traffic (eg. including links)
- Not mixing work and personal *too much*
- Creating links ahead of conferences / events
- Flagging a new paper / event
- Clear profile
- Monitoring metrics but not being beholden to them.
- Knowing your audience
- Working smartly – clear hashtags, single links

*Not an RCT. Frankly, not even evidence based. But seems to work. Pretty well. Generally. It got me here today anyway.

Thoughts for you

- What might be stopping your academics from using social media?
 - I.e. is technical ability the main reason or is it attitude?
- What may encourage them to use it?
 - Training? Proof it works? Scheduling tools?
- For any given project / programme, what will be useful?
- What provision do you have institutionally for skill development and embedding into the research process?



Questions?

