

## Building an online research profile

David Bryson, Senior Lecturer in Forensic Anthropology and Photography, School of Human Sciences, College of Life and Natural Sciences, University of Derby. E-mail [d.bryson@derby.ac.uk](mailto:d.bryson@derby.ac.uk)

Research and research publications are key elements in continuing professional development (CPD) as part of the mix of learning and development activities we undertake to keep ourselves current in our practice. Papers published in journals can be used by colleagues to support their evidence based practice. Posters and presentations seen and heard at a conferences can prompt ideas and developments at other organisations. In this way research is more than the publication of a piece of work it is about dissemination and its impact; for our CPD this is about how it benefits us and our patients.

For these professional development papers we often have an active verb in the title for example “Developing”, “Learning”, “Understanding”, “Maintaining” or as in this piece “Building”. This is the best metaphor for this paper as building your online research profile relies on a foundation “Who are you?”, bricks and mortar “Your papers and their journals.”, and the final element “Your research showcase.” which can be a basic house through to a mansion depending on how many additions you decide to build on to enhance your research profile.

### **Step 1 Who are you?**

This is about you identifying your research as belonging to you. To take ownership the first step is to obtain a unique identifier that distinguishes you from every other researcher with the same or a similar name.

#### **Go online and create an ORCID iD (<https://orcid.org/>)**

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and supports automated linkages between you and your professional activities ensuring that your work is recognized.

The key steps are; to register, add your personal information and links to your other identifiers such as Scopus, ResearchID or LinkedIn, use your ORCID identifier on your e-mail signature and most importantly whenever you submit a publication.

### **Step 2 Your papers and their journal(s)**


#### **Use your ORCID iD as you submit a manuscript**

If you have recently submitted a paper to the Journal of Visual Communication in Medicine you will have seen that ScholarOne Manuscripts (<https://authorservices.taylorandfrancis.com/using-scholarone-manuscripts/>) asks for your ORCID iD and this carries through to checking its accuracy at the proofreading stage and its use as a small green logo in the title section of your publication, see Figure 1, and the full weblink at the end of the paper.

SCIENTIFIC AND TECHNICAL



## Developing your leadership skills

David Bryson 

Human Sciences Research Centre, College of Life and Natural Sciences, University of Derby, Derby, United Kingdom

### ABSTRACT

Leading a team with a small or large number of people can be difficult and it requires time and experience to develop and apply the necessary skills. This paper includes a number of learning activities designed to start you off on the road to becoming a leader and to hone those skills through reflection.

### ARTICLE HISTORY

Received 23 May 2018  
Accepted 29 May 2018

### KEYWORDS

Leadership; CPD; PDP; development; learning; teams

Figure 1. Top of a paper from the Journal of Visual Communication in Medicine showing key identifiers, small green logo for your ORCID iD that links to your ORCID page and just under the journal's name the digital object identifier for the paper.

The use of your ORCID iD means that once your paper has been published your personal ORCID record will be updated with your latest publication. In terms of developing a research profile this could be the end of the building as when you register with ORCID you also get a webpage showing your publications, for example the public version of my ORCID page is at <https://orcid.org/0000-0002-3086-7946>, see Figure 2.

## David Bryson

### ORCID iD

 <https://orcid.org/0000-0002-3086-7946>

### Print view

### Websites

Personal website  
Dorrie Nossiter, Arts & Crafts  
Jewellery Designer

### Country

United Kingdom

### Keywords

Personal Development Planning,  
Photography, Personal injury,  
Clinical, Continuing Professional  
Development

### Other IDs

Scopus Author ID: 7006430706

### Works (44 of 44)

Sort

First detection of a highly invasive freshwater amphipod  
(*Crangonyx floridanus*) in the United Kingdom

2018-10-11 | other

DOI: [10.1101/437301](https://doi.org/10.1101/437301)

Source: Crossref

★ Preferred source

Developing your leadership skills

Journal of Visual Communication in Medicine

2018-10-02 | journal-article

DOI: [10.1080/17453054.2018.1483190](https://doi.org/10.1080/17453054.2018.1483190)

Source: Crossref

★ Preferred source

Post-feeding activity of *Lucilia sericata* (Diptera: Calliphoridae)  
on common domestic indoor surfaces and its effect on  
development

Forensic Science International

2018-05 | journal-article

DOI: [10.1016/j.forsciint.2018.03.010](https://doi.org/10.1016/j.forsciint.2018.03.010)

Part of ISSN: 0379-0738

Source: Crossref Metadata Search

★ Preferred source

Current issues: patient perception of clinical photography

Journal of Visual Communication in Medicine

2018-01-02 | journal-article

DOI: [10.1080/17453054.2017.1347034](https://doi.org/10.1080/17453054.2017.1347034)

Source: Crossref

★ Preferred source

Figure 2. Example of a public version of an ORCID page showing recent publications.

### Use ORCID to own your older publications

Once you have registered with ORCID all publications where you use your ORCID iD will automatically be added to your profile. However, you will need to add older publications, termed works, to your ORCID profile.

Works can be added using identifiers for your publications, digital object identifiers (DOIs), or other identifiers for your publication record, for example SCOPUS.

Personal identifiers	Website	ORCID
LinkedIn	<a href="https://www.linkedin.com">https://www.linkedin.com</a>	Add when registering
SCOPUS	<a href="https://en.wikipedia.org/wiki/Scopus">https://en.wikipedia.org/wiki/Scopus</a>	Add when registering
ArXIV ID	<a href="https://arxiv.org/help/author_identifiers">https://arxiv.org/help/author_identifiers</a>	To add works
PubMed ID	<a href="https://www.ncbi.nlm.nih.gov/pubmed/">https://www.ncbi.nlm.nih.gov/pubmed/</a>	To add works
Google Scholar	<a href="https://scholar.google.co.uk">https://scholar.google.co.uk</a>	No
Publication identifiers		
Digital object identifier	<a href="http://www.doi.org/">http://www.doi.org/</a>	To add works
Import BibTex	<a href="http://www.bibtex.org/">http://www.bibtex.org/</a> File format for exporting references	To add works
Search and Link		To add works
Add manually		To add works

Table 1. Personal and publication identifiers

### What are Digital Object Identifiers?

The technical explanation from the DOI website is “The DOI system provides a technical and social infrastructure for the registration and use of persistent interoperable identifiers, called DOIs, for use on digital networks.”. The key elements of a DOI in terms of journal papers is that each paper is given a unique, persistent identifier, see Figure 1. The identifier is unique to your paper and journal, so it can be used to reference the paper, e.g. the link <https://doi.org/10.1080/17453054.2018.1483190> resolves to <https://www.tandfonline.com/doi/abs/10.1080/17453054.2018.1483190?journalCode=ijau20> and when it is linked to your ORCID iD is used to automate data entry for your ORCID profile and social networking sites for researchers.

### What can and can't you do with your publications?

Before moving on to the final step of creating your research showcase you need to be aware of the possible restrictions as to what you can and can't do with your paper. The extent of sharing your publication depends on where and how your paper is published and some journals also allow different levels of access within the same publication. Publisher copyright policies and self-archiving for journals can be found in the RoMEO database (<http://sherpa.mimas.ac.uk/romeo/index.php>).

RoMEO colour	Archiving policy	Publishers	%
Green	Can archive pre-print and post-print	1055	41
Blue	Can archive post-print (ie final draft post-refereeing)	845	33

Yellow	Can archive pre-print (ie pre-refereeing)	177	7
White	Archiving not formally supported	484	19

Table 2. Statistics for publishers' default policies in the RoMEO database (n=2561), <http://sherpa.mimas.ac.uk/romeo/statistics.php>, excluding provisional policies and special policy exceptions.

The colours, in Table 2, differentiate between the four categories of archiving rights for publishers. The definitions used above are that pre-prints are the versions of the paper before peer-review and post-prints are the versions after peer review, with revisions having been made, i.e. the article as published. The entry for the Journal of Visual Communication in Medicine can be seen in Figure 3, though it should be noted that this record appears to be out of date as the journal does allow for a paid open access option which you will come across as you use ScholarOne Manuscripts to upload your publication.

Journal: <a href="#">Journal of Visual Communication in Medicine</a> (ISSN: 1745-3054, ESSN: 1745-3062)	
RoMEO:	This is a <b>RoMEO green</b> journal
Paid OA:	This journal is not in the list for the paid open access option.
Author's Pre-print:	✓ author can archive pre-print (ie pre-refereeing)
Author's Post-print:	✓ author can archive post-print (ie final draft post-refereeing)
Publisher's Version/PDF:	✗ author cannot archive publisher's version/PDF
General Conditions:	<ul style="list-style-type: none"> <li>Some individual journals may have policies prohibiting pre-print archiving</li> <li>On author's personal website or departmental website immediately</li> <li>On institutional repository, subject-based repository or academic social network (Mendeley, ResearchGate or Academia.edu) after 12 months embargo</li> <li>Publisher's version/PDF cannot be used</li> <li>On a non-profit server</li> <li>Published source must be acknowledged</li> <li>Must link to publisher version</li> <li>Set statements to accompany deposits (see policy)</li> <li>The publisher will deposit in on behalf of authors to a designated institutional repository including PubMed Central, where a deposit agreement exists with the repository</li> </ul>
Mandated OA:	(Awaiting information)
Paid Open Access:	<a href="#">Taylor &amp; Francis Open Select</a> - 500 journals
Notes:	<ul style="list-style-type: none"> <li>STM: Science, Technology and Medicine</li> <li>Publisher last contacted on 25/03/2014</li> </ul>
Copyright:	<a href="#">Policy</a>
Updated:	26-Mar-2014 - <a href="#">Suggest an update for this record</a>
Link to this page:	<a href="http://sherpa.mimas.ac.uk/romeo/issn/1745-3054/">http://sherpa.mimas.ac.uk/romeo/issn/1745-3054/</a>
Published by:	<a href="#">Taylor &amp; Francis: STM, Behavioural Science and Public Health Titles [Commercial Publisher]</a> - <a href="#">Green Policies in RoMEO</a>
Other parties:	<a href="#">Informa Healthcare [Former Publisher]</a> - <a href="#">Yellow Policies in RoMEO</a>
Guidance:	Please see the list of <a href="#">Publisher Categories in RoMEO</a> for guidance on interpreting the priority of multiple publishers.
<p>These summaries are for the journal's <i>default</i> policies, and changes or exceptions can often be negotiated by authors.  <i>All information is correct to the best of our knowledge but should not be relied upon for legal advice.</i></p>	

Figure 3. RoMEO Database entry for the Journal of Visual Communication in Medicine.

The other term you will have heard talked about is Gold publication, which is a later development independent of the RoMEO categories as in Table 2, and is used to describe publishers of open access journals, this equates to RoMEO's Green access allowing archiving of the final published version of your paper.

The Journal of Visual Communication in Medicine includes a Gold publication route which can be seen in the header of the journal's home page as Publish open access in this journal with an open lock, see Figure 4. Papers that are open access can be recognized, when you browse through without logging into a journal you subscribe to, by the open lock. Some research funding bodies require Gold publication and the finance to allow for this is included as part of their grants.



Figure 4. The Journal of Visual Communication in Medicine’s home page.

### Other personal identifiers

There are other personal identifiers that can support gathering all your publications into one place through ORCID and other researcher databases. These identifiers should all link with your ORCID iD though some may be separate and can be seen in Table 1. These identifiers link to specific reference search databases for example SCOPUS is owned by Elsevier and is described as “. . . the world’s largest abstract and citation database of peer-reviewed research literature. With over 22,000 titles from more than 5,000 international publishers.”.

Researcher ID is linked to Web of Science which is a service for UK Education and provides a single link to Clarivate analytics products. The services in the web of science platform can be seen at <https://wok.mimas.ac.uk/about/>. The Researcher ID also now links with Publons the peer review record service see the paper Journals and CPD (Bryson 2016).

### Step 3 Your research showcase

There are a number of web services that allow you to either pull together all of your publications into one page or that go beyond that to provide social networking and collaboration tools that link your research to other researchers with similar interests. These are similar to professional networks like LinkedIn but designed to researchers to share their publications and research in-progress. In fields where there are a small number of active researchers this enables your research and publications to be accessible to a wider audience.

These services are not mutually exclusive so you can use as few or as many as you like from the most basic to the more sophisticated. It is always important to remember like other social networks the more you put in the more you get out but equally it is advisable not to spread yourself too thin and try to have profiles on every possible site.

### Google Scholar

This is probably the simplest starting point if you use Scholar as a search tool, <https://scholar.google.co.uk/>, as once you have signed in to Google and access scholar there is a link in the top left to ‘My profile’ along with a mortar board logo. To build up your profile you add papers manually or more easily as groups using your name and including papers you wrote under your name. Once added papers can be viewed by, title A-Z, year most recent first or by the number of citations, see Figure 5.

In simple terms Scholar provides little above your ORCID page but as it is linked to your papers and sees when your papers are cited by others it records the number of citations each year which can be seen in the histogram on the right side of your profile along with your h-index (<https://bitesizebio.com/13614/does-your-h-index-measure-up/>) and your i10 index, the number of publications with at least 10 citations (<http://guides.library.cornell.edu/c.php?g=32272&p=203393>). My profile does provide a weblink to your profile though it isn't very user friendly.

The screenshot shows a Google Scholar profile for David Bryson. The profile includes a circular profile picture, a 'FOLLOW' button, and a bio: 'Senior Lecturer, University of Derby. Verified email at derby.ac.uk - Homepage. Forensic anthropology medicolegal and scientific p... use of photography in learn...'. Below the bio is a table of papers sorted by 'CITED BY' and 'YEAR'. To the right, there is a 'Cited by' table and a histogram showing the number of citations per year from 2012 to 2019.

	All	Since 2014
Citations	251	195
h-index	6	5
i10-index	3	2

TITLE	CITED BY	YEAR
<a href="#">Smart clothes and wearable technology</a> J McCann, D Bryson Elsevier	132	2009
<a href="#">Textile-led design for the active ageing population</a> J McCann, D Bryson Elsevier	19	2014
<a href="#">Unwearables</a> D Bryson AI & Society 22 (1), 25-35	10	2007
<a href="#">Smart clothes and wearable technology for the health and well-being market</a> D Bryson Smart Clothes and Wearable Technology, 335-345	7	2009
<a href="#">Using research papers: citations, referencing and plagiarism</a> D Bryson Journal of visual communication in medicine 35 (2), 82-84	6	2012

Year	Citations
2012	~10
2013	~15
2014	~20
2015	~30
2016	~45
2017	~55
2018	~50
2019	~15

Figure 5. My profile from Google Scholar organised by citations.

### Academia.edu, ResearchGate, Kudos and Publons/Web of Science

These collectively are the upmarket versions of building your online research profile and each have specific features and approaches to showcasing your research. A primary purpose for them all is to increase the number of reads for your work outside the usual readership of specific journals and so your presence as a researcher.

Academia.edu (<https://www.academia.edu/>) is an American social networking website for academics and its platform can be used to share papers, monitor impact and follow researchers in specific fields. Many of the features that were free are now premium features which has probably led to its recent reduced perceived significance compared to ResearchGate.

ResearchGate (<https://www.researchgate.net/>) in their own words “. . . is the professional network for scientists and researchers. We help researchers connect and make it easy for them to share and access scientific output, knowledge and expertise.” Details can be seen in the Getting started page <https://explore.researchgate.net/display/support/Getting+started>. The site also includes access via an iOS app <https://itunes.apple.com/us/app/researchgate/id1208163937?ls=1&mt=8>.

As well as providing a platform for your research and research publications it encourages you to think in terms of putting your research into projects and to add regular updates to your projects as you work and not just to add conventional research papers but also to include posters, presentations and other forms of published work. In the context of the Institute of Medical Illustrators this could mean published illustrations and photographs, links to blog posts and writers and contributions to National Guidelines. ResearchGate also provides the opportunity to link to your Labs, which can be widely interpreted, and community of researchers who can follow you as you follow back and so develop a network as you would in a LinkedIn profile, see Figure 6 for features on a profile.

The screenshot shows a ResearchGate profile for David Bryson. At the top, there is a navigation bar with 'Home', 'Questions', 'Jobs', and a search bar. The profile header includes a profile picture, name 'David Bryson', and a blue 'Add new research' button. Below this are tabs for 'Overview', 'Research', 'Info', 'Stats', 'Scores', and 'Research you follow'. The main content area is divided into several sections:
 

- Introduction:** A bio paragraph and a 'Skills and expertise' section with tags like 'Teaching and Learning', 'Teaching', 'Learning', and 'Professional Development'.
- Stats overview:** A grid showing '146.7 Total Research Interest', '140 Citations', '67 Recommendations', and '13,586 Reads'.
- Research:** A section with '58 Research items', '9 Projects', '0 Questions', and '6 Answers'. It lists projects like 'Smart Clothing and Wearable Technology' and 'Learning for Professional Practice'.
- Featured research:** A list of articles with titles like 'Smart Clothes and Wearable Technology' and 'Acromegaly, Mr Punch and caricature'.
- Affiliation:** Lists 'University of Derby' and 'James Elander's Lab'.
- Network:** Lists 'Following' (157) and 'Followers' (274) with user avatars and names.
- Top co-authors:** Lists authors like 'Michael John Sweet' and 'Quentin Mauriceau'.
- Complete your co-author network:** A section with 'Invite' buttons for other researchers.

Your details

Introduction

Affiliation

Stats overview

Network

Following

Followers

Research overview

Top co-authors

Projects

Featured research

Figure 6. Features on a ResearchGate profile page.

Kudos (<https://www.growkudos.com/>) in their own words “. . . is a web-based service that helps researchers and their institutions and funders increase the visibility and impact of their publications – such as research articles, books and book chapters.” As its home page states “Accelerating research impact: Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.”

The key difference with Kudos is its emphasis on helping authors of scholarly content explain and share their publications through encouraging researchers to describe their work in plain language, and to supplement it with updates since publication, to create trackable links that can be used when sharing such that these can be mapped and measured to show the impact on publication metrics (Williams 2017).

Bringing papers to life using Kudos requires researchers to; Explain: through a plain language title, what is it about in a non-technical explanation, why is it important what is unique or timely about your work and your own personal perspective; Image: Select a featured image for your publication to help showcase your work; Share: Create a trackable link, with suggested labels for social media via a weblink, Twitter, LinkedIn or facebook; Audience: If work relates to specific regions choose them or if universally relevant select all; Resources: Links to external resources such as presentations, videos, interviews, figures or related publications. These steps help to build on the impact and cross-linking e.g. from the presentation that led to the paper that lead to further research.

Publons/Web of Science (<https://publons.com>) uses the capability of the Web of Science citation universe across subjects and around the world together with your peer reviews through publons to build up your reviewer/publication profile with a site that allows you to manage your reviews and track your citations. Once you have linked to all your publications and reviews you can see and visualize your publication and peer review metrics.

### **Further reading**

This is very much a current topic following on from the editorial piece by Erolin (2019) and has been discussed in papers from the perspective of looking at the impact of creating an online research presence (Cheek 2018), reputation (Nicholas 2016) and social networking (Luisetto 2016, Masic 2012, Zhang 2018). For further professional development activities related to research please see “Are you a researcher as well as a medical illustrator?” (Bryson 2013) and Journals and CPD (Bryson 2016).

### **References**

Bryson, D., 2013. Are you a researcher as well as a medical illustrator?. *Journal of visual communication in medicine*, 36(3-4), pp.150-152.

<https://doi.org/10.3109/17453054.2013.851650>

Bryson, D., 2016. Journals and CPD. *Journal of visual communication in medicine*, 39(1-2), pp.73-76. <https://doi.org/10.1080/17453054.2016.1182477>

Cheek, J. and Øby, E., 2018. “Getting attention” creating and presenting the visible, online, researcher self. *Qualitative Inquiry*, p.1077800418806593.

<https://doi.org/10.1177%2F1077800418806593>



Erolin C. (2019) Editorial. Journal of Visual Communication in Medicine,42(1): 1-2.  
DOI:[10.1080/17453054.2019.1560929](https://doi.org/10.1080/17453054.2019.1560929)

Luisetto, M., Mokbul, M.I. and Cabianna, L., 2016. Professional Social Media: Instrument to Meet Researcher and Healthcare Instruments with a Model for a New Scientific Social Network. Int J Econ Manag Sci, 5(339), p.2. <http://dx.doi.org/10.4172/2162-6359.1000339>

Masic, I., Sivic, S., Toromanovic, S., Borojevic, T. and Pandza, H., 2012. Social networks in improvement of health care. Materia socio-medica, 24(1), p.48.  
<https://dx.doi.org/10.5455%2Fmsm.2012.24.48-53>

Nicholas, D., Clark, D. and Herman, E., 2016. ResearchGate: reputation uncovered. Learned Publishing, 29(3), pp.173-182. <https://doi-org.ezproxy.derby.ac.uk/10.1002/leap.1035>

Williams, A.E., 2017. Kudos: bringing your publications to life?. Information and Learning Science, 118(3/4), pp.114-119. <https://doi.org/10.1108/ILS-01-2017-0005>

Zhang, Y. and Yan, W., 2018. Visualizing ResearchGate as a scholarly social networking site for US research universities. Proceedings of the Association for Information Science and Technology, 55(1), pp.954-955. <https://doi.org/10.1002/pr2.2018.14505501191>