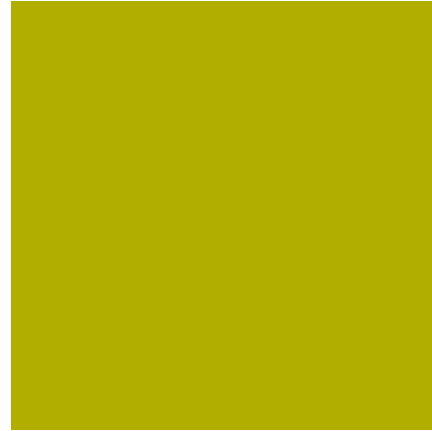# + La commercializzazione del ricercatore moderno

The sale of modern reasercher

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+ Agenda

- How can we optimise the research network?
  - What is this?
  - Which one?
  - What services?
  - How can we use it?
  - Are they useful?

+ Research network

- Google: research network

  - Wikipedia:
    https://en.wikipedia.org/wiki/
    Comparison_of_research_networking_tools_and_research_profili
    ng_systems

+ Research networking tools

- Knowledge management systems for the research enterprise
    - http://www.cineca.it/en/content/iris-institutional-research-information-system
        - https://www.iris.unina.it

    - https://www.academia.edu
    - https://www.researchgate.net

    - http://www.researcherid.com/
    - http://orcid.org

    - http://www.linkedin.com/
    - https://twitter.com

Social Networking Website for Academics

- https://www.academia.edu
  - Academia.edu is a social networking website for academics. The platform can be used to share papers, monitor their impact, and follow the research in a particular field. It was launched in September 2008, with 31 million registered users as of January 2016 and over 8 million uploaded texts.

  - Academia.edu proclaims to support the open science or open access movements, and in particular instant distribution of research and a peer-review system that occurs alongside distribution, instead of occurring before it. Accordingly, the company stated its opposition to the proposed (since withdrawn) 2011 Research Works Act, which would have prevented open-access mandates.

  - However, Academia.edu is not an open access repository and is not recommended as a way to pursue green Open Access by Peter Suber and experts, who instead invite researchers to use field-specific repositories or general-purpose repositories like Zenodo..

+ Social Networking Website for Academics

- https://www.researchgate.net/home
  - ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a study by Nature and an article in Times Higher Education, it is the largest academic social network in terms of active users.
  - People that wish to use the site need to have an email address at a recognized institution or to be manually confirmed as a published researcher in order to sign up for an account. Members of the site each have a user profile and can upload research output including papers, data, chapters, negative results, patents, research proposals, methods, presentations, and software source code. Users may also follow the activities of other users and engage in discussions with them. Users are also able to block interactions with other users.
  - The New York Times described the site as a mashup of Facebook, Twitter and LinkedIn. Site members may "follow" a research interest, in addition to following other individual members. It has a blogging feature for users to write short reviews on peer-reviewed articles. ResearchGate indexes self-published information on user profiles to suggest members to connect with others who have similar interests.
  - When a member posts a question, it is fielded to others that have identified on their user profile that they have a relevant expertise. It also has private chat rooms where scientists can share data, edit shared documents, or discuss confidential topics.[9] The site also features a research-focused job board

+ Codes

- http://orcid.org
  - ResearcherID is an identifying system for scientific authors. The system was introduced in January 2008 by Thomson Reuters.
  - This unique identifier aims at solving the problem of author identification. In scientific literature it is common to cite name, surname, and initials of the authors of an article. Sometimes, however, there are authors with the same name, with the same initials, or the journal misspells names, resulting in several spellings for the same authors, and different authors with the same spelling.
  - On the ResearcherID website, authors are asked to link their ResearcherID to their own articles. In this way, they can also keep their publication list up to date and online. A comprehensive view of an author's total output can thus be given, since not all publications are indexed by Web of Science. This is particularly important for researchers in fields that predominantly use peer-reviewed conference articles (computer science) or in fields that focus on publishing books and chapters in books (humanities and disciplines in the social sciences).
  - The combined use of the Digital Object Identifier with the ResearcherID allows a unique association of authors and scientific articles. It can be used to link researchers with registered trials or identify colleagues and collaborators in the same field of research.
  - ResearcherID has been criticized for being commercial and proprietary, but also praised as "an initiative addressing the common problem of author misidentification".
  - Thomson Reuters has enabled data exchange between its ResearcherID system and ORCID, and vice versa.

+ Codes

- http://orcid.org
    - ORCID (Open Researcher and Contributor ID) is a nonproprietary alphanumeric code to uniquely identify scientific and other academic authors and contributors. This addresses the problem that a particular author's contributions to the scientific literature or publications in the humanities can be hard to recognize as most personal names are not unique, they can change (such as with marriage), have cultural differences in name order, contain inconsistent use of first-name abbreviations and employ different writing systems. It provides a persistent identity for humans, similar to that created for content-related entities on digital networks by digital object identifiers (DOIs).
    - The ORCID organization offers an open and independent registry intended to be the de facto standard for contributor identification in research and academic publishing. On 16 October 2012, ORCID launched its registry services and started issuing user identifiers.

+ Paper on line/Self archiving

- http://www.ssrn.com/en/
- https://authors.repec.org
- https://mpra.ub.uni-muenchen.de

- https://www.mendeley.com
- http://www.scopus.com/

- https://www.iris.unina.it

Managing and sharing your paper

- http://www.ssrn.com/en/
  - The Social Science Research Network (SSRN) is a website devoted to the rapid dissemination of scholarly research in the social sciences and humanities. SSRN was founded in 1994 by Michael Jensen and Wayne Marr, both financial economists. SSRN was bought from Social Science Electronic Publishing Inc. by Elsevier in May, 2016.SSRN was ranked the top open-access repository in the world by Ranking Web of Repositories (an initiative of the Cybermetrics Lab, a research group belonging to the Spanish National Research Council) in January 2013.
  - Academic papers in PDF can be uploaded directly to the site by authors and are then available for worldwide free downloading. Publishers and institutions can upload papers and charge a fee for readers to download them. Users can also subscribe to abstracting email journals covering a broad range of subject matters. These e-journals then periodically distribute emails containing abstracts (with links to the full text where applicable) of papers recently submitted to SSRN in the respective field.
  - In economics, and to some degree in law (especially in the field of law and economics), almost all papers are now first published as preprints on SSRN and/or other paper distribution networks such as Research Papers in Economics (RePEc) before being submitted to an academic journal.
  - On SSRN, authors and papers are ranked by their number of downloads, which has become an informal indicator of popularity on prepress and open access sites.
  - SSRN, like other preprint services, circulates publications throughout the scholarly community at an early stage, permitting the author to incorporate comments into the final version of the paper before its publication in a journal. Moreover, even if access to the published paper is restricted, access to the original working paper remains open through SSRN.

Managing and sharing your paper

- http://repec.org/
  - Research Papers in Economics (RePEc) is a collaborative effort of hundreds of volunteers in many countries to enhance the dissemination of research in economics. The heart of the project is a decentralized database of working papers, preprints, journal articles, and software components. The project started in 1997.
  - Sponsored by the Research Division of the Federal Reserve Bank of St. Louis and using its IDEAS database, RePEc provides links to over 1,200,000 full text articles. Most contributions are freely downloadable, but copyright remains with the author or copyright holder. It is among the largest internet repositories of academic material in the world.
  - Materials to RePEc can be added through a department or institutional archive or, if no institutional archive is available, through the Munich Personal RePEc Archive. Institutions are welcome to join and contribute their materials by establishing and maintaining their own RePEc archive.
  - Leading publishers, such as Elsevier and Springer, have their economics material listed in RePEc. RePEc collaborates with the American Economic Association's EconLit database to provide content from leading universities' working paper or preprint series to EconLit. Over 1500 journals and over 3300 working paper series have registered, for a total of over 1.2 million articles, the majority of which are online.
  - The information in the database is used to rank the more than 30,000 registered economists. Andrei Shleifer is currently the highest ranked economist, followed by Joseph Stiglitz and James Heckman.[2] The economics department of Harvard University is ranked first, followed by the World Bank and the University of Chicago.[3] Massachusetts is the top region, followed by the United Kingdom and California.[4] There are also rankings by country and sub-discipline.
  - RePEc also indexes worldwide economics institutions through its Economic Departments, Institutes and Research Centers in the World (EDIRC) database.[5]
  - RePEc promotes Open Access journals and also benefits from Open Access for its own citation analysis efforts.

+ Managing and sharing your paper

- https://www.mendeley.com
  - Mendeley is a desktop and web program for managing and sharing research papers, discovering research data and collaborating online. It combines Mendeley Desktop, a PDF and reference management application (available for Windows, OS X and Linux) and Mendeley for Android and iOS, with Mendeley Web, an online social network for researchers.

  - Mendeley requires the user to store all basic citation data on its servers—storing copies of documents is at the user's discretion. Upon registration, Mendeley provides the user with 2 GB of free web storage space, which is upgradeable at a cost.

Bibliografic Databases

- http://www.scopus.com/
  - Scopus is a bibliographic database containing abstracts and citations for academic journal articles. It covers nearly 22,000 titles from over 5,000 publishers, of which 20,000 are peer-reviewed journals in the scientific, technical, medical, and social sciences (including arts and humanities).[1] It is owned by Elsevier and is available online by subscription. Searches in Scopus also incorporate searches of patent databases.
  - Since Elsevier is the owner of Scopus and is also one of the main international publishers of scientific journals, an independent and international Scopus Content Selection and Advisory Board was established to prevent a potential conflict of interest in the choice of journals to be included in the database and to maintain an open and transparent content coverage policy, regardless of publisher.[3] The board consists of scientists and subject librarians.
  - Evaluating ease of use and coverage of Scopus and the Web of Science (WOS), a 2006 study concluded that "Scopus is easy to navigate, even for the novice user. … The ability to search both forward and backward from a particular citation would be very helpful to the researcher. The multidisciplinary aspect allows the researcher to easily search outside of his discipline" and "One advantage of WOS over Scopus is the depth of coverage, with the full WOS database going back to 1945 and Scopus going back to 1966. However, Scopus and WOS complement each other as neither resource is all inclusive."[4]
  - Scopus also offers author profiles which cover affiliations, number of publications and their bibliographic data, references, and details on the number of citations each published document has received. It has alerting features that allows registered users to track changes to a profile and a facility to calculate authors' h-index.
  - Scopus can be integrated with ORCID

+ Dissemination Scholarly reputation

- https://www.growkudos.com

  - Kudos is a software service to help authors of scholarly content enrich and share their publications with the aim of gaining higher impact. Authors of research publications are able to use Kudos to describe their research in plain language, supplement it with information that has been created since the initial publication, communicate it via social media channels, and measure the impact of these activities. Authors are shown graphs showing the full text and article downloads of their content which can then be compared to their social media activities. The company claims that its service increases publication usage by 19% and that it has over 1,000 authors signing up each week.

  - https://youtu.be/9zRch_I1wJU

+ Are they useful?

- http://www.slideshare.net/katyjordan148/academic-social-networking-sites

    - **LinkedIn SlideShare** is a Web 2.0 based slide hosting service. Users can upload files privately or publicly in the following file formats: PowerPoint, PDF, Keynote or OpenDocument presentations. Slide decks can then be viewed on the site itself, on hand held devices or embedded on other sites.[2] Launched on October 4, 2006, the website is considered to be similar to YouTube, but for slideshows. It was acquired by LinkedIn in 2012. The website was originally meant to be used for businesses to share slides among employees more easily, but it has since expanded to also become a host of a large number of slides that are uploaded merely to entertain. Although the website is primarily a slide hosting service, it also supports documents, PDFs, videos and webinars. SlideShare also provides users the ability to rate, comment on, and share the uploaded content.

    - The website gets an estimated 70 million unique visitors a month, and has about 38 million registered users. SlideShare was voted among the World's Top 10 tools for education & e-learning in 2010. SlideShare's biggest competitors include Scribd.com, Issuu and Docstoc. Some of the notable users of SlideShare include The White House, NASA, World Economic Forum, State of Utah, O'Reilly Media, Hewlett Packard and IBM.

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