

# Desarrollando una presencia científica en línea

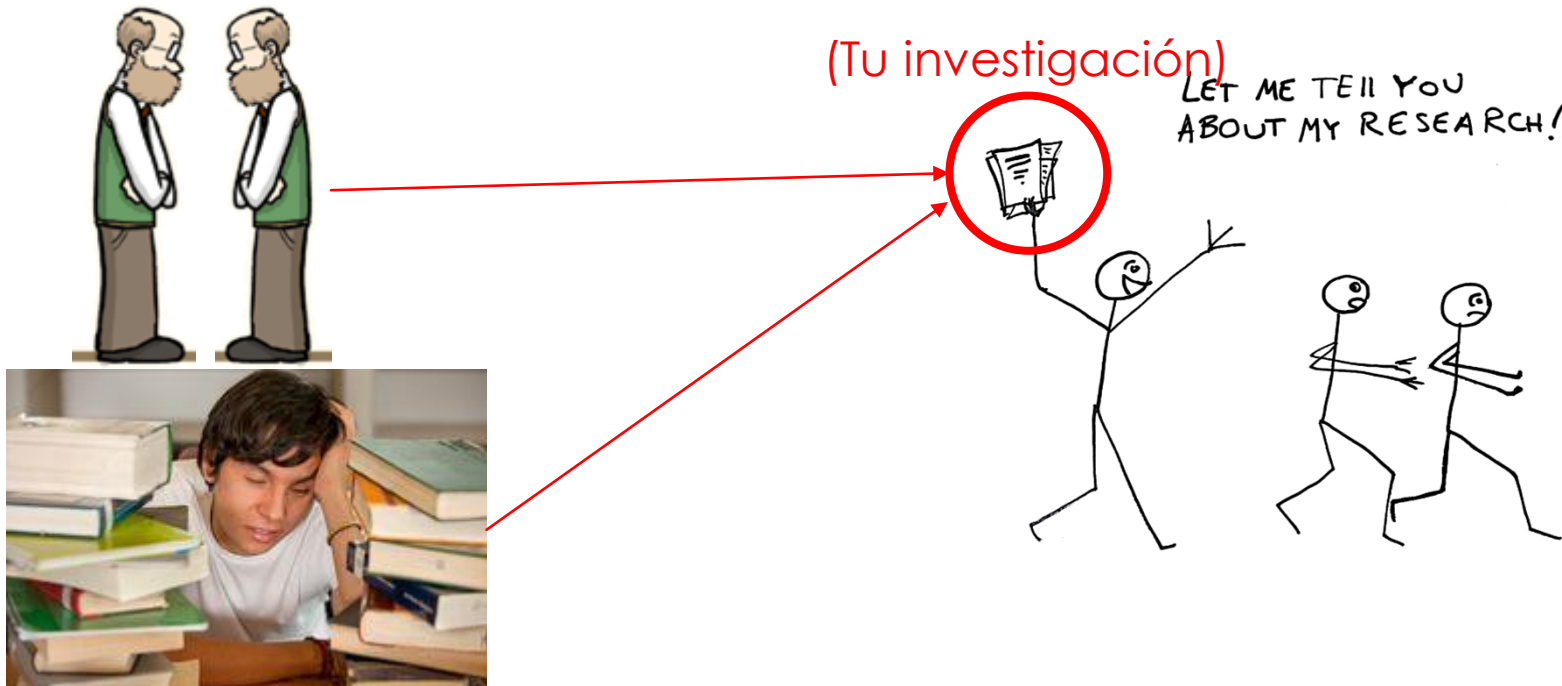
M.C. Hugo Armando Guillén Ramírez

10 de Junio de 2016

# Searchability vs. Findability vs. Discoverability

- **Searchability**: ser buscable.
- **Findability**: ser encontrable.
- **Discoverability (detectabilidad)**: capacidad de la información de ser detectada/descubrible. ([Wikipedia](#))

¡Metadatos!



# Mejorando la detectabilidad

Agregamos algunos metadatos como...

- Publicaciones previas
- Instituciones
- Temas de interés
- Colaboradores frecuentes
- Experiencia demostrable



(Tu investigación)

# Google Scholar

<https://scholar.google.com/>

## **Stand on the shoulders of giants.**

Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites. Google Scholar helps you find relevant work across the world of scholarly research.

# Citations <https://scholar.google.com/intl/en/scholar/citations.html>

Google Académico

Seguir



**Charles Robert Darwin**

naturalist (1809-1882)

life sciences, evolution, biogeography,  
speciation, natural selection

Dirección de correo verificada de unr.edu.ar - [Página principal](#)

**Índices de citas**

	Total	Desde 2011
Citas	121897	37671
Índice h	100	56
Índice i10	491	209

**Coautores** [Ver todos...](#)

[Alfred Russel Wallace \(1823-1913\)](#)

Título	1-20	Citado por	Año
<a href="#">On the Orngin of Species</a>	CR Darwin London: John Murray	33247 *	1859
<a href="#">Origin of species</a>	CMA Darwin DMP	33218 *	1978
<a href="#">R.(1859): On the Origin of Species by Means of Natural Selection</a>	C Darwin Murray. London	33098 *	1871
<a href="#">On the origin of species, facsimile of. 6th</a>	CD Darwin Cambridge: Harvard University Press	32598 *	1872
<a href="#">The descent ofman, andselection in relation to sex</a>	C Darwin London: Murray	17464 *	1871
<a href="#">The descent ofman, and selection in relation to sex (2 vols.)</a>	C Darwin	17408 *	1871



# ¡Configura tus alertas!

Mi biblioteca Mis citas Mis actualizaciones **Alertas** Más ▾



☒ Buscar en la Web ☐ Buscar sólo páginas en español

#### Default search settings include:

not case sensitive	capital letters of search terms are ignored
AND	search terms are automatically combined using AND
keyword	searches the fulltext of scholarly material, including citation and abstract

#### Options to refine your search include:

synonyms	Google automatically searches for matching and similar meaning words	tourism finds tourist
"phrase searching"	use quotation marks around phrases	"hearing loss"
OR	results include <i>either</i> search term. OR must be in capital letters	ipod OR mp3
exclude	use - immediately before a search term you want to exclude	ipod -itunes
include	use + immediately before automatically excluded search terms that you want included	+the
intitle:	finds results with your search term in the document title	intitle:mp3
author:	finds results with your search term as the document author	author:Jones
date range	to change from <b>Any time</b> , select an option from left side of the results screen	
document type	Choose <b>Articles</b> or <b>Case law</b> or <b>My library</b> , or deselect <b>include patents</b>	



Académico

Crear alerta

Mostrar alertas

Consulta de alerta:

Correo electrónico:

hguillen@cicese.edu.mx

Número de resultados:

Mostrar un máximo de 10 resultados ▴ ▾

Actualizar resultados

CREAR ALERTA

[ [ intitle:["noncoding " OR "non coding" OR "non-coding"] rna OR [ncRNA] ] ]

Citas de documentos "Identification and classification of ncRNA molecules using graph properties"

<https://scholar.google.com/intl/en/scholar/help.html#alerts>

[http://www.otago.ac.nz/library/pdf/Google\\_Scholar\\_Tips.pdf](http://www.otago.ac.nz/library/pdf/Google_Scholar_Tips.pdf)

# ResearchGate

<https://www.researchgate.net>



ResearchGate is built by scientists, for scientists.

It started when two researchers discovered first-hand that collaborating with a friend or colleague on the other side of the world was no easy task.

Founded in 2008 by physicians [Dr. Ijad Madisch](#) and [Dr. Sören Hofmayer](#), and computer scientist [Horst Fickenscher](#), ResearchGate today has more than 9 million members. We strive to help them make progress happen faster.

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Our mission is to connect researchers and make it easy for them to share and access scientific output, knowledge, and expertise. On ResearchGate they find what they need to advance their research.



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**Connect and collaborate with**  
**colleagues,** peers, co-authors, and  
specialists in your field.



**Get stats** and find out who's been  
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and find solutions to research  
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**Find the right job** using our  
research-focused job board.

## Ofertas de empleo

Jobs you may be interested in

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Tecnológico de Monterrey  
In Mexico



Bioimage Informatics Scientist  
St. Jude Children's Research Hospital



Postdoctoral Position - Epigenetics of Immune Cells in Atherosclerosis  
La Jolla Institute for Allergy & Immunology



Postdoctoral Research Associate Positions - Computational Biology  
St. Jude Children's Research Hospital



Postdoctoral Research Associate - Electrical Engineering  
University of Tennessee



Improve these suggestions

Get your job displayed here



Recommended for you

Chapter

### Extending Probabilistic Encoding for Discovering Biclusters in Gene Expression Data

April 2016 · Hybrid Artificial Intelligent Systems · 04/2016: pages 706-717; · ISBN: 978-3-319-32033-5

Francisco Javier Gil-Cumbreras · Raúl Giráldez · Jesús S. Aguilar-Ruiz

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3 Reads

## Chismes



Jesus Favela

May 28

With **18 new reads**, your colleague's article was the **most read** publication from your department last week

Like

Article

### On the design of potential collaboration spaces

January 2004 · International Journal of Computer Applications in Technology 01/2004; 19(3):184-194. DOI:10.1504/IJCAT.2004.004047



Source

## Recomendaciones

Related researchers

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You cited their publication

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Lars Hennig  
You cited their publication

Follow



Philip S. Yu  
You cited their publication

Follow



Humberto Pérez Espinosa  
In your extended network

Follow



Philip Zimmermann  
You cited their publication

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## Preguntas

ResearchGate



[\[redacted\]](#) upvoted your answer to:

**My research area is in Membrane Computing and machine Learning. Can anyone help me on Active membranes model?**

[View answer](#)

# Academia.edu

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

(Véase ResearchGate)

# ORCID

ORCID

Connecting Research  
and Researchers

<http://orcid.org/>

# DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more.](#)



## REGISTER

Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.



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Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).



## USE YOUR ORCID ID

Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

# LINKEDIN



<https://www.linkedin.com/>

# LinkedIn... ¿en serio?

- Mejora la buscabilidad y detectabilidad.





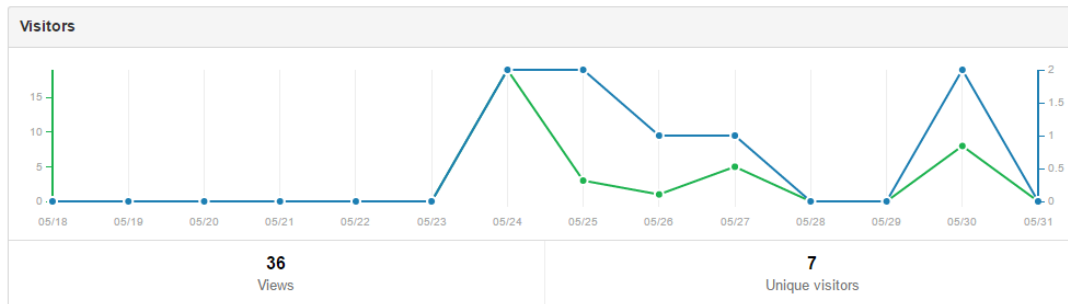
# GitHub



<https://github.com/>  
<https://github.com/trending>

# Código abierto, datos abiertos.

- **Repositorios** públicos o privados.
- Colaboración orientada (pero no limitada) a software.
- **Forks, feature requests, graphs, wikis, notifications...**



Referring sites		
Site	Views	Unique visitors
github.com	25	6
Google	4	1

Popular content		
Content	Views	Unique visitors
GitHub - HugoGuillen/refractiveindex.in...	15	6
refractiveindex.info-sqlite/Tutorial.ipynb...	6	3
refractiveindex.info-sqlite/README.md...	5	2


<https://github.com/nasa>


<https://github.com/showcases/open-source-organizations>

<https://github.com/showcases/open-data>


# <https://pages.github.com/>

○ “Sitios web para ti y tus proyectos” <https://github.com/showcases/github-pages-examples>

 **twbs/bootstrap** CSS ★ 96,979 🍷 42,611  
The most popular HTML, CSS, and JavaScript framework for developing responsive, mobile first projects on the web.


 **facebook/react** JavaScript ★ 43,364 🍷 7,432  
A declarative, efficient, and flexible JavaScript library for building user interfaces.

 **jekyll/jekyll** Ruby ★ 25,604 🍷 5,571  
🌐 Jekyll is a blog-aware, static site generator in Ruby

 **twbs/ratchet** CSS ★ 13,029 🍷 1,399  
Build mobile apps with simple HTML, CSS, and JavaScript components.


 **github/developer.github.com** Ruby ★ 1,197 🍷 1,252  
GitHub Developer site

 **Microsoft/microsoft.github.io** CSS ★ 640 🍷 222  
The code behind the Microsoft.github.io website


 **github/government.github.com** HTML ★ 336 🍷 353  
Gather, curate, and feature stories of public servants and civic hackers using GitHub as part of their open government innovations

 **electron/electron.atom.io** HTML ★ 225 🍷 182  
Electron website

 **IBM/ibm.github.io** JavaScript ★ 217 🍷 101  
Portal for IBM open source at GitHub

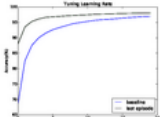
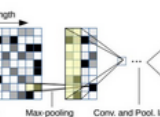
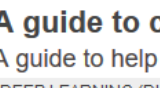
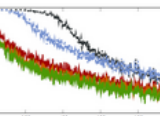
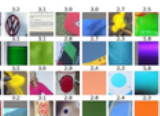
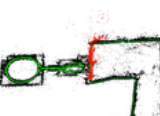
 **square/square.github.io** CSS ★ 204 🍷 70  
A simple, static portal which outlines our open source offerings.

 **artsy/artsy.github.io** CSS ★ 144 🍷 76  
The Artsy Engineering Open-Source Developers Blog

 **Yelp/yelp.github.io** JavaScript ★ 98 🍷 43  
A showcase of projects we've open sourced and open source projects we use

## ○ Collaborative Open Computer Science

View: **Top** New Best Single Day Daily

- **Deep Q-Networks for Accelerating the Training of Deep Neural Networks**  
Using Deep Q-Learning to accelerate CNN training  
DEEP LEARNING (DL) CONVOLUTIONAL NEURAL NETWORKS (CNN) DEEP REINFORCEMENT LEARNING (DRL)  
Banus 2 points 14 hours ago 0 Comments
- **Character-level Convolutional Networks for Text Classification**  
Character-level Convolutional Networks for Text Classification  
DEEP LEARNING (DL) NATURAL LANGUAGE PROCESSING (NLP) CONVOLUTIONAL NEURAL NETWORKS (CNN)  
alxndrkalinin 5 points 4 days ago 0 Comments
- **A guide to convolution arithmetic for deep learning**  
A guide to help deep learning practitioners understand and manipulate convolutional neural networks  
DEEP LEARNING (DL) CONVOLUTIONAL NEURAL NETWORKS (CNN)  
Christos Iraklis Tsatsoulis 1 point 4 days ago 0 Comments
- **Data-dependent Initializations of Convolutional Neural Networks**  
Sets the weights of a network such that all units in the network train at the same rate  
DEEP LEARNING (DL) CONVOLUTIONAL NEURAL NETWORKS (CNN) UNSUPERVISED-SUPERVISED LEARNING (USL)  
Banus 1 point 6 days ago 0 Comments
- **Convergent Learning: Do different neural networks learn the same representations?**  
Compare and contrast the learned representations at the level of neurons or groups of neurons.  
DEEP LEARNING (DL) CONVOLUTIONAL NEURAL NETWORKS (CNN) VISUALIZATION  
Banus 1 point 7 days ago 0 Comments
- **ORB-SLAM: a Versatile and Accurate Monocular SLAM System**  
Feature-based monocular SLAM system operating in real time, indoor and outdoor environments  
COMPUTER VISION SIGNAL PROCESSING  
Banus 1 point 7 days ago 0 Comments

# Twitter



<https://twitter.com/>

# ¿Qué es Twitter?

- Es un servicio de microblogging (140 caracteres, *tweet*).

Tweets

Retweets

Like

DMs

Mentions

Followers

Following

Hashtags

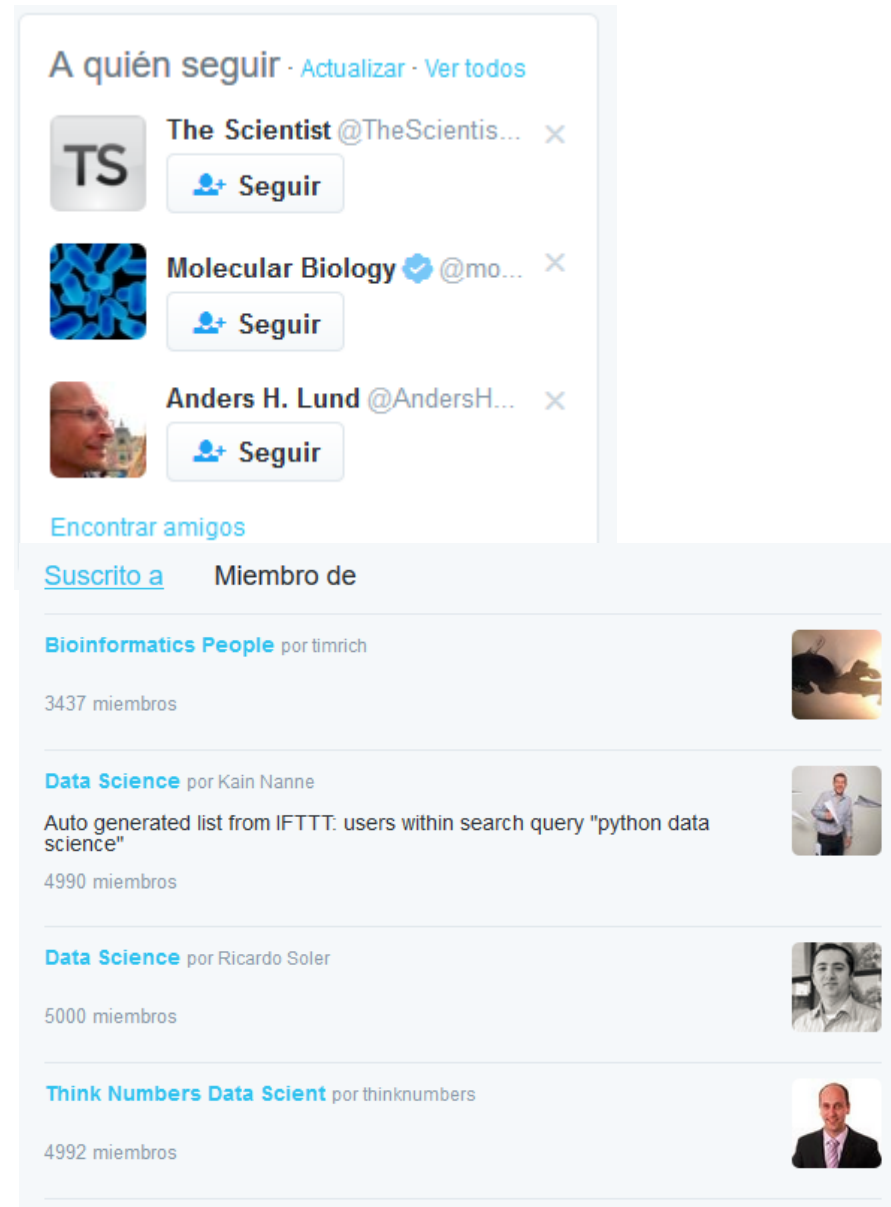
Lists

Trending

Bots

# Aumentando la detectabilidad (científica)

1. Seguir:
  - Journals relevantes del área
  - Investigadores relevantes del área
  - Colegas
  - Bots relevantes del área
2. *Follow back*
3. *Retuitea* cosas interesantes/relevantes en tu área, no sólo tu trabajo.





# Aumentar la detectabilidad en el momento justo

**¡Usa hashtags en tu conferencia!**

## **MAL USO:**


- #AquíReportandoDesdeLaNextGenerationSequencing(NGS)Conference
- #NSG16 #FeelingGoodSunday

## **BUEN USO:**

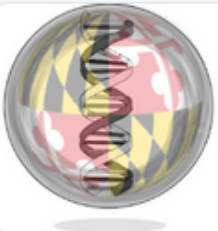
- NINJA-STAR: fast optimal read alignment. Looks impressive. Great talk.  
#ngs16 #ngs2016
- #NGS16 Don't miss next talk about @nextflowio a tool that can make your life easier when implementing #genomic pipelines by @CH\_maria\_CH

# Retweets

Torsten Seemann retweeted

 **Adam Phillippy** @aphillippy · 8 jun. Ver traducción

Canu v1.3! New configging algorithm, improved overlapping, auto parameter selection, bug fixes. Release notes ->



**marbl/canu**  
canu - A single molecule sequence assembler for genomes large and small.  
github.com

49 51


Naomi Attar retweeted

 **Nature Rev Microbiol** @NatureRevMicro · 8 jun.


Historical genomes show that the Black Death was the source of ancient and modern plague pandemics [dx.doi.org/10.1016/j.chom...](https://doi.org/10.1016/j.chom.2016.05.003)  
#midweekmicro

14 9

Torsten Seemann retweeted

 **Phelim Bradley** @Phelimb · 6 jun.

[github.com/johnlees/seer](https://github.com/johnlees/seer) Sequence elem enrichment analysis to determine genetic basis of bacterial pheno [biorxiv.org/content/early/...](https://www.biorxiv.org/content/early/2016/06/01/064011)  
#quantgen16



**johnlees/seer**  
sequence element (kmer) enrichment analysis. Contribute to seer development by creating an account on GitHub.  
github.com

10 5

<http://www.rightrelevance.com/search/influencers?query=bioinformatics>

# Página personal

# Gratis

- Institucional.
- Blogs
  - Github pages + Jekyll
  - Wordpress
  - Blogger
  - Google sites

# Preprints

# Preprints (pre publicaciones)

- Escritos que no han sido avalados por pares.
- Comentarios por pares.
- DOI válido y permanente.



<https://arxiv.org/>



<http://biorxiv.org/>

<https://twitter.com/biorxivpreprint>

[https://www.reddit.com/r/bioinformatics/comments/3puieu/posting\\_a\\_prepublication\\_manuscript\\_on\\_biorxiv/](https://www.reddit.com/r/bioinformatics/comments/3puieu/posting_a_prepublication_manuscript_on_biorxiv/)

# Leanpub

<https://leanpub.com>

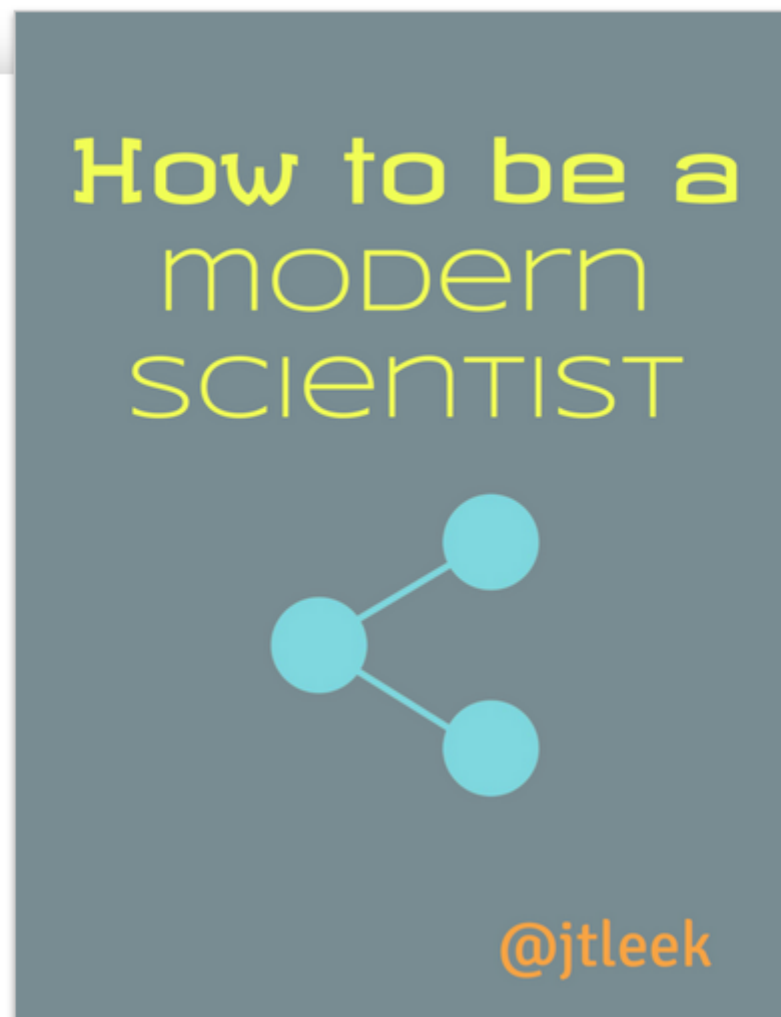


## How to be a modern scientist



Jeffrey Leek

A book about how to be a scientist the modern, open-source way.



UPDATED 2 MONTHS AGO

You pay (USD) 

**FREE!** **\$10.00**  
MINIMUM SUGGESTED

\$ 10.00

Author earns

\$ 4.25

Cause gets

\$ 4.25

Add Ebook to Cart

### Q. How and when do you pay royalties?

We pay a royalty of 90% minus 50 cents per purchase. Royalties are paid at the beginning of each month via PayPal. |

# Reddit



<https://www.reddit.com/>

# ¿Qué es Reddit?

- Es un sitio de entretenimiento, social y de noticias.
- Los usuarios votan arriba o abajo el contenido, ordenándolo por relevancia.
- Se divide en subreddits, los cuales tienen una temática definida.

## ATENCIÓN





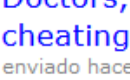
Si quieres hacer tu estancia placentera en Reddit,

1. Crea un usuario
2. Desuscríbete de los subreddits default.
3. Suscríbete a subreddits de tu interés.
4. Comenta y vota el contenido.

# SubReddits interesantes


- <https://www.reddit.com/r/science/>
- <https://www.reddit.com/r/askscience/>
- [https://www.reddit.com/r/Open\\_Science/](https://www.reddit.com/r/Open_Science/)
- <https://www.reddit.com/r/philosophy/>

subreddits activos del momento /r/discoveredspecies /r/2meirl4meirl /r/watch\_dogs /r/HunterXHunter /r/unfortunateplacement  
6 comentarios

-  **95% of CO2 Injected into Basaltic Rock Mineralizes Within 2 Years, Permanently Removing it from Atmosphere** Earth Science (science.sciencemag.org)  
enviado hace 11 horas por AlkalineHume a /r/science  
1110 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I+c]
-  **John Williams to officially score Spielberg's "Ready Player One."** News (variety.com)  
enviado hace 11 horas por SgtCatacomb a /r/movies  
933 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I+c]
-  **U.N. Chief Admits He Removed Saudi Arabia From Child-Killer List Due to Extortion** (theintercept.com)  
enviado hace 14 horas por terran1212 a /r/worldnews  
1706 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I+c]
-  **Fallout 4 is currently \$0.00 on the Xbox Marketplace** Expired (store.xbox.com)  
enviado hace 9 horas por lupianwolf a /r/Games  
378 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I+c]
-  **Doctors, have you ever witnessed the meltdown of a birth that was clearly a result of a cheating spouse? What was the aftermath?** (self.AskReddit)  
enviado hace 12 horas por wolvesinthegarden a /r/AskReddit  
2591 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I=c]
-  **pure evil** (imgur.com)  
enviado hace 4 horas por hombre356 a /r/ProgrammerHumor  
52 comentarios [compartir](#) [guardar](#) [hide](#) [reportar](#) [I+c]

# ¿Y qué tiene que ver con la detectabilidad?

## Stephen Hawking AMA Science AMA Series: Stephen Hawking AMA Answers!

6.112 puntos • 3.273 comentarios enviados hace 8 meses por Prof-Stephen-Hawking  Stephen Hawking a /r/science


On July 27, reddit, WIRED, and Nokia brought us the first-ever AMA with Stephen Hawking with this note:

At the time, we, the mods of /r/science, noted this:

[https://www.reddit.com/r/science/comments/3nyn5i/science\\_ama\\_series\\_stephen\\_hawking\\_ama\\_answers/](https://www.reddit.com/r/science/comments/3nyn5i/science_ama_series_stephen_hawking_ama_answers/)

## Genetics of Sleep AMA

Science AMA Series: I'm Ying-Hui Fu, I study the genetics of sleep at UCSF. My lab discovered a gene that makes some people more efficient sleepers, needing only 4-6 hours per night. AMA!


4.635 puntos • 1.312 comentarios enviados hace 9 meses por Ying-Hui\_Fu  Professor | Neurology | UCSF a /r/science

There are two things I consider more important than sleep: air and water. We spend more time sleeping than engaging in any other single activity, but we know very little about how day-to-day sleep behavior is regulated.

[https://www.reddit.com/r/science/comments/3kj669/science\\_ama\\_series\\_im\\_yinghui\\_fu\\_i\\_study\\_the/](https://www.reddit.com/r/science/comments/3kj669/science_ama_series_im_yinghui_fu_i_study_the/)

## Peer-Review AMA

Science AMA Series: Hi Reddit! I'm Dr. Stephen Gallo from the American Institute of Biological Sciences (AIBS) and we are working to develop the "Science of Peer Review" to promote innovation in research funding. Ask me anything! AMA!

1.606 puntos • 102 comentarios enviados hace 6 días por sgalloster  Dr. Stephen Gallo | American Institute of Biological Sciences a /r/science

Hi Reddit! I'm Dr. Stephen Gallo from the American Institute of Biological Sciences (AIBS). For over 300 years, scientists have been using peer review as a quality control mechanism for scientific work and, in the last century, for the distribution of research funding. We're now working to develop the "Science of Peer Review" to promote innovation in research funding. Ask me anything! AMA!

[https://www.reddit.com/r/science/comments/4mcjg6/science\\_ama\\_series\\_hi\\_reddit\\_im\\_dr\\_stephen\\_gallo/](https://www.reddit.com/r/science/comments/4mcjg6/science_ama_series_hi_reddit_im_dr_stephen_gallo/)

## Upcoming AMAs

(All times and dates are USA East Coast Time)

9 Jun-1pm

Jessica Hellmann and Tessa Hill

Improving How Scientists Can Talk with the Public about Climate Change

10 Jun-1pm

Tailoring Neuroscience Training to Meet Workforce Needs of the 21st Century.

13 Jun-1pm

Matt O'Dowd

Black Holes, Hubble Space Telescopes & YouTube

14 Jun-11am

American Chemical Society AMA

15 Jun-1pm

PLOS Science Wednesday:

# Lecturas relacionadas

- The verdict: is blogging or tweeting about research papers worth it?

<http://blogs.lse.ac.uk/impactofsocialsciences/2012/04/19/blog-tweeting-papers-worth-it/>

- Discoverability, Not Discovery, Is Publishing's Next Big Challenge

<http://www.digitalbookworld.com/2014/discoverability-not-discovery-is-publishings-next-big-challenge/>

- How to be a modern scientist

<https://leanpub.com/modernscientist>

- An introduction to the scientific communities on Reddit

[http://www.asbmb.org/asbmbspecial/asbmbspecial\\_article.aspx?id=49594](http://www.asbmb.org/asbmbspecial/asbmbspecial_article.aspx?id=49594)

## Lecturas relacionadas (2)

- Can LinkedIn and Academia.edu enhance access to open repositories?

<http://blogs.lse.ac.uk/impactofsocialsciences/2012/08/23/linkedin-academia-enhance-access-to-open-repositories/>

- Academic blogging is part of a complex online academic attention economy, leading to unprecedented readership.

<http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/>



**Gracias por su atención.**