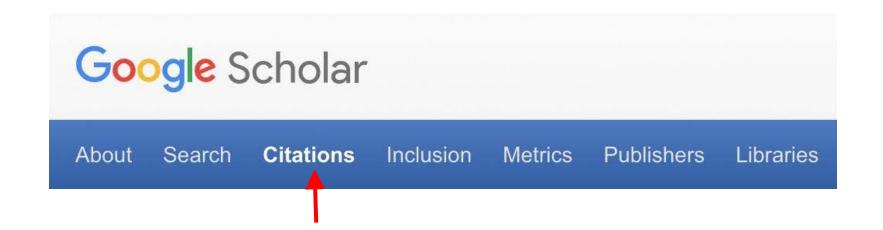# Google Scholar & LinkedIn: Supercharge Your Researcher Profile

UCI Libraries' Open Access Week Drop-in Session
Shu Liu
Digital Scholarship Services Librarian
shu.liu@uci.edu
2017-10-25

What is Google Scholar Author Profile?

A.K.A. *Google Scholar Citations* -

A simple way for authors to monitor and display online **citations to their articles** and **citation metrics**, based on what is found within the Google Scholar search engine.

Why Create a Google Scholar Profile?

A Google Scholar Profile allows you as a scholar to:

➢ **keep track of article use** and **see who is citing** your publications

➢ **follow other researchers** and **their publications** in your field

➢ authorize Google to **update your article list automatically** or choose to **update manually**

➢ **monitor and make corrections** to your list of publications

➢ decide whether or not to **share your profile publicly** and have your profile included in **Google Scholar search results**

➢ **promote yourself professionally** at no cost

Digital **Scholarship** Services
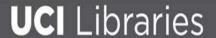
Google Scholar

Marian L. Waterman
Professor, Department of Microbiology and Molecular Genetics
Verified email at uci.edu

Cancer Biology   Wnt Signaling   Stem Cells   Cancer Stem Cells

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TITLE	CITED BY	YEAR
The TAK1–NLK–MAPK-related pathway antagonizes signalling between β-catenin and transcription factor TCF T Ishitani, J Ninomiya-Tsuji, S Nagai, M Nishita, M Meneghini, N Barker, ... Nature 399 (6738), 798-802	617	1999
The TAK1-NLK mitogen-activated protein kinase cascade functions in the Wnt-5a/Ca2+ pathway to antagonize Wnt/β-catenin signaling T Ishitani, S Kishida, J Hyodo-Miura, N Ueno, J Yasuda, M Waterman, ... Molecular and cellular biology 23 (1), 131-139	533	2003
[beta]-catenin-sensitive isoforms of lymphoid enhancer factor-1 are selectively expressed in colon cancer K Hovanes, TWH Li, JE Munguia, T Truong, T Milovanovic, JL Marsh, ... Nature genetics 28 (1), 53-58	457	2001
A thymus-specific member of the HMG protein family regulates the human T cell receptor C alpha enhancer. ML Waterman, WH Fischer, KA Jones Genes & development 5 (4), 656-669	380	1991
Diversity of LEF/TCF action in development and disease. L Arce, NN Yokoyama, ML Waterman	373	2006

Cited by

VIEW ALL

	All	Since 2012
Citations	6380	2730
h-index	39	28
i10-index	57	47

2010 2011 2012 2013 2014 2015 2016 2017

540
405
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Google Scholar

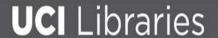## Carol M Connor

[+ FOLLOW]

University of California, Irvine
Verified email at uci.edu

reading   literacy   language   dialect   technology

[GET MY OWN PROFILE]

TITLE	CITED BY	YEAR
Links between behavioral regulation and preschoolers' literacy, vocabulary, and math skills. MM McClelland, CE Cameron, CMD Connor, CL Farris, AM Jewkes, ... Developmental psychology 43 (4), 947	929	2007
Assisting students struggling with reading: Response to Intervention and multi-tier intervention for reading in the primary grades. A practice guide.(NCEE 2009-4045). Washington, DC: National Center for Education Evaluation and Regional Assistance, Institute of Education Sciences, US Department of Education R Gersten, D Compton, CM Connor, J Dimino, L Santoro, ... National Center for Education Evaluation and Regional Assistance, Institute ...	418	2008
Preschool instruction and children's emergent literacy growth. CMD Connor, FJ Morrison, L Slominski Journal of Educational Psychology 98 (4), 665	391	2006
The age at which young deaf children receive cochlear implants and their vocabulary and speech-production growth: is there an added value for early implantation? CMD Connor, HK Craig, SW Raudenbush, K Heavner, TA Zwolan Ear and hearing 27 (6), 628-644	362	2006
Beyond the reading wars: Exploring the effect of child-instruction interactions on growth in early reading	351	2004

Cited by

[VIEW ALL]

	All	Since 2012
Citations	8230	5817
h-index	42	41
i10-index	77	72

2010 2011 2012 2013 2014 2015 2016 2017

1200 900 600 300 0

Co-authors

[VIEW ALL]

Frederick Morrison
Priofessor of Psychology, Univer... >

Christopher Schatschneider

≡ **Google** Scholar   🔍 👤

Dan L. Burk   [+ FOLLOW]   [GET MY OWN PROFILE]

Professor of Law, University of California, Irvine
Verified email at law.uci.edu - Homepage

Law   Intellectual Property   Biotechnology   Patent   Cyberlaw

Cited by			**VIEW ALL**
		All	**Since 2012**
Citations		7482	2326
h-index		37	22
i10-index		76	37

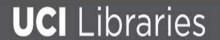| TITLE	CITED BY	YEAR
Policy levers in patent law DL Burk, MA Lemley Va. L. Rev. 89, 1575	1050	2003
Federalism in Cyberspace DL Burk Conn. L. Rev. 28, 1095	829 *	1995
Is patent law technology-specific? DL Burk, MA Lemley Berkeley Technology Law Journal, 1155-1206	499	2002
The patent crisis and how the courts can solve it DL Burk, MA Lemley University of Chicago Press	458	2009
Fair use infrastructure for rights management systems DL Burk, JE Cohen Harv. JL Tech 15, 41	407	2001
Anti-circumvention misuse DL Burk Technology and Society Magazine, IEEE 22 (2), 40-47	274	2003

2010 2011 2012 2013 2014 2015 2016 2017

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Co-authors

Mark Lemley   >
Professor of Law, Stanford Unive…

Sara Boettiger   >
UC Berkeley

Two Indices Explained

- **h-index**: a scholar with an index of h has published h papers, each of which has been cited in other papers at least h times. This index:
  - reflects both the number of publications and the number of citations per publication
  - works most properly for comparing authors' publishing in the same field

- **I10-index**: the number of publications with at least **10** citations. This index:
  - is very simple and straightforward to calculate
  - is used only by Google Scholar

Setting up a
Google Scholar profile

Digital **Scholarship** Services

UCI Libraries

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Supercharge your Google Citations Profile

1. Use your permanent email - personal Gmail account

2. Make yourself approachable with a photo

3. Add appropriate keywords ("areas of interest") to see who's publishing in your field

4. Monitor and clean up your data - keep it current & believable

5. "Follow" yourself - create article and citation alerts

6. Make it public

7. Link to your website

Google Scholar Citations: Useful Resources

- https://scholar.google.com/intl/en/scholar/citations.html (intro & FAQ's)

- http://guides.library.ucla.edu/impact/author/googlescholar (intro & how-to's)

- http://blog.impactstory.org/impact-challenge-day-3-google-scholar/ (create profile)

- http://blog.impactstory.org/make-google-scholar-better/ (improve profile)

- http://icis.ucdavis.edu/?p=462 (use in scholarly workflows)

- http://ideophone.org/some-things-you-need-to-know-about-google-scholar/ (good vs. bad comparison)

- https://scholarlykitchen.sspnet.org/2012/12/12/gaming-google-scholar-citations-made-simple-and-easy/ (gaming the system)

- http://hlwiki.slais.ubc.ca/index.php/Author_impact_metrics (metrics comparison)

What is a LinkedIn profile?

"Your profile is your LinkedIn page that describes your **career history**, **education**, and **other related content** you may want to **publish**. We have a variety of features that leverage your profile or others' profiles to help you **meet your objectives**. A complete LinkedIn profile can help you **connect with opportunity**." - LinkedIn

LinkedIn Audience in the US

A LOOK AT THE WORLD'S LARGEST PROFESSIONAL NETWORK

LinkedIn reached out to a sample of its **over 50 million US members** to learn about who they are and what they do on LinkedIn.

212 million **business leads** generated in 2011 via LinkedIn.

3 out of 4 use LinkedIn to keep up on business news or research companies.

LinkedIn's audience of professionals is one of the **most influential, educated and affluent** on the Web.

8 out of 10 LinkedIn members drive business decisions.

93% More likely to be college graduates than the average adult online.

$86k Average household income, **23% higher than the US** general population.

Members turn to LinkedIn for a variety of reasons:

76% Networking with other professionals

72% Fostering their professional identity

46% Following current industry discussions

43% Learning about companies

LinkedIn members deeply value our brand as

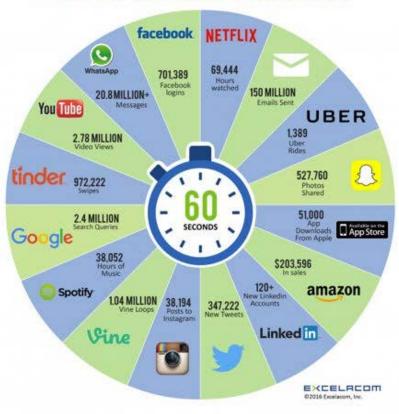**a professional, trusted, and remarkably different social environment.**

81% of members **prefer to have separate social networks** for their personal and professional lives.

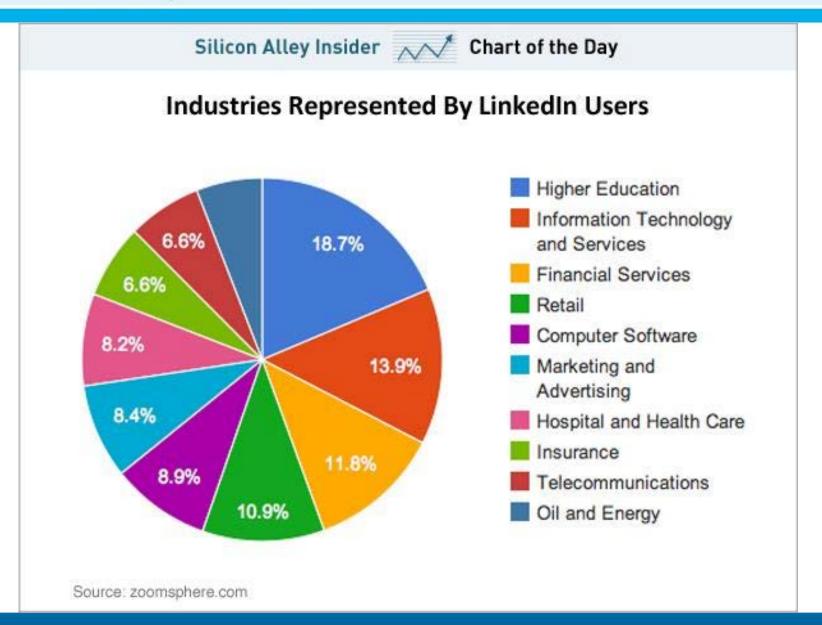**64%** say LinkedIn helps them **develop relationships and grow new business.**

Members are **more** confident in the professional information on LinkedIn.

73% LinkedIn
35% Twitter
35% Yahoo! Groups
25% Facebook

Linked in.

Silicon Alley Insider   Chart of the Day

Industries Represented By LinkedIn Users

- Higher Education — 18.7%
- Information Technology and Services — 13.9%
- Financial Services — 11.8%
- Retail — 10.9%
- Computer Software — 8.9%
- Marketing and Advertising — 8.4%
- Hospital and Health Care — 8.2%
- Insurance — 6.6%
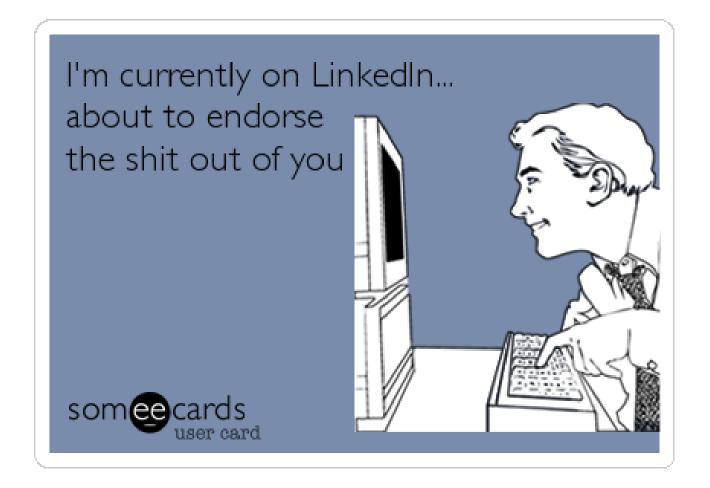- Telecommunications — 6.6%
- Oil and Energy

Source: zoomsphere.com

Why should Scholars use LinkedIn?

★ Showcase your work - online portfolio

★ Make and maintain connections

★ Expand your professional network

★ Get endorsements and recommendations

★ Get noticed and contacted by recruiters

★ Job hunting and application made efficient

Create LinkedIn Profile: Questions to Consider

➢ **Who** will look at your online profile?

➢ **What** do you want people to know about you?

➢ **Where** will they use this information?

➢ **Why** is your profile important?

➢ **When and how often** do you update your profile?

➢ **How** will you use your profile to your advantage?

Supercharge your LinkedIN Academic Profile

1. Make your profile public and yourself easy to find (customize your profile URL)

2. Use your headline as an "elevator pitch": 3 keywords + 1 value proposition = headline success

3. Put a face to your name (add a professional photo)

4. Hook your audience with a compelling summary section: be specific, be upfront about what you want, prove your value

5. Make your profile a "trailer": differentiate from your CV; be selective

6. Add some eye-catching content: showcase your work

LinkedIN for Academics: Useful Resources

- https://university.linkedin.com/ (LinkedIN for higher ed professionals & students)

- https://www.slideshare.net/suebeckingham/enhancing-your-academic-online-presence-using-linkedin-55599504 (why & how)

- https://blogs.shu.ac.uk/profiles/cases-2/?doing_wp_cron=1508267265.4958009719848632812500 (case studies with guidance)

- http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/ (improve profile)

- http://blog.impactstory.org/linkedin-networking/ (networking on LinkedIn)

- https://www.linkedin.com/pulse/20140903084304-182168546-linkedin-for-academics (study of LinkedIn for education)

"**Social media gives more people a voice and provides a powerful tool for value creation and competitive differentiation.**"

- *Advanced Human Technologies, 2010*