Scholarly selfies in addiction: Your online professional profile

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“Scholarly selfie” is a term coined by Judit Ward for in-house use in 2014 based on the 2013 Oxford Dictionaries’ word of the year (The Oxford Dictionaries..., 2013). It was later popularized in conferences by the authors and came to be accepted in the academic librarian community. The term serves as shorthand for social media-based academic and professional profiles, which are designed to capture and depict contributions to the field as a means of increasing visibility, gaining quick access to information, and finding potential collaborators working in similar areas. This poster was designed to demystify the glut of available professional and scholarly social media profiles, such as LinkedIn, ResearchGate, Academia.edu, Google Scholar Citations, Microsoft Academic Search, MyNCBI, ORCID and others via a guided tour through the maze of these available platforms. In an attempt to understand and organize scholarly social media, the authors reviewed and classified the major academic profile platforms, highlighting the overlapping elements, benefits, and drawbacks inherent in each (Ward, Bejarano, & Dudas, 2015).

A product of both the Open Science movement and the rise of the Social Web, scholarly social media platforms have exploded in recent years, leaving many in the field of academia and beyond overwhelmed. Much to the potential dismay of this network of communities, the decision to participate in this phenomenon is one that is often beyond their control. Ignoring one’s online presence can lead to a gross misrepresentation of one’s scholarly output and scientific contributions, reflected in both traditional and alternative metrics. On the other hand is the potential to spend far too much time with the process of selection, registration, and maintenance required to accurately portray one’s online presence.

The poster aims to ease this burden by offering an organized overview of the many options for addiction professionals to promote their online presence. The poster points out the great potential of these platforms in terms of increasing discoverability and opportunities for collaboration across geographical and disciplinary borders. Although many of these profiles are limited to users with academic affiliations, the authors make suggestions about how to overcome these limitations and guide the user to the appropriate platforms for their specific purposes. Conference
participants received an update on the new developments in scholarly social media, useful for librarians, information professionals, and addiction specialists.

References
