Chapter 1
New Tools for Online Academic Dissemination: Let the World Know Your Best

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ABSTRACT

Many researchers are uncomfortable with the idea of promoting themselves or their work, but it is as important to report on it as it is to do it, no one will know about your latest work unless you tell them about it. It is very important to be able to describe what you are good at and what you are best at, not just to let others talk about you. As a career researcher, it is absolutely essential to promote yourself. In addition to your Google profile and your Google Scholar profile you are strongly advised to have your own web page or blog, where you can post your work history, latest developments, report on goals, projects, news and a lot more. Why wait until someone else talks about your news if you can do it yourself? In this chapter we offer an overview of new digital tools that can help to improve your online academic reputation.

INTRODUCTION

This chapter puts forward some recommendations for knowing who is who in academic networks and in the online world relating to specialist fields of knowledge. It will deal with the basic tools for discovering the current position of academics and what people are saying about their work, in order to report more widely on advances in research, to facilitate access and academic exchange with other researchers worldwide, creating your own brand as a specialized academic.

DOI: 10.4018/978-1-5225-0917-2.ch001
What happens when someone looks for your name on Google? What about when we look for our lines of research? Are we or our research group in there? Are they the desired results? Let’s support the development of a vision of your unique contribution (your “brand”). Create a plan to update your brand, and offer guidance on creating a platform consistent with your brand.

Many researchers are uncomfortable with the idea of promoting themselves or their work, but it is as important to report on it as it is to do it, no one will know about your latest work unless you tell them about it. It is very important to be able to describe what we are good at and what we are best at, not just to let others talk about us.

As a career researcher, it is absolutely essential to promote yourself. In addition to your Google profile and your Google Scholar profile you are strongly advised to have your own website page or blog, where you can post your work history, latest developments, report on goals, projects, news and a lot more. Why wait till someone talks about your news if you can do it yourself? If you can, it is very useful to buy your own domain with your name or a name identifying your highly specialized work. With that domain you can publish your blog or webpage, or if you prefer you can use a basic personal page as www.about.me to report about you. It allows you to have a personal landing page, you can add widgets to all your social media outlets and web presences. It is easy to format, no coding needed, simply drop in a background, pick a colour scheme, and write your story. It is the perfect home base to put your professional skills on. This kind of tools helps a lot with your online personal brand and they are very easy to use. Furthermore, you can look for other professionals like you worldwide. Remember to link all your profiles on different networks, your page will be like your digital home where anybody can find all the information about you, most of it: the search engines will do!! Don’t forget to keep your content updated with your latest professional news. Remember: you need a home page, it doesn’t matter if it is a blog, a webpage or an about.me page, you need a place to talk about yourself and to let others know who you are.

BACKGROUND

“Personal branding is how we define ourselves in the work space while at the same time, incorporating the personal elements that make us who we are” (Rasmussen, 2012). We also agree with the definition of personal branding in Wikipedia: “personal branding is the practice of people marketing themselves and their careers as brands. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging. Personal branding also involves creating an asset by defining an individual’s body, clothing, physical appearance, digital and online presence and areas of knowledge in a way leading to a uniquely distinguishable, and ideally memorable, impression. The term is thought to have been first used and discussed in a 1997 article by Tom Peters (1997). Personal Branding is essentially: the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group or organization. Personal branding can often involves the application of one’s name to various products or services” (Peters, 1997).

Everyone has personal branding; it is intrinsically part of all of our personality and ourselves. The way we talk, the way we act, how we do things and how we think, our style of dress, our lifestyle, how we sit, move, and relate to other persons, how we shake hands and even who our friends are or about our partner… each of our roles and movements are important, they define us and our personal branding. A teacher’s personal brand precedes them before they enter the classroom; it is all about what people are saying about other people even before they know them. Not having a reputation is as bad as having
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