

Beyond Academia

How to Make Yourself Really Easy to Find

Kayleigh Bohémier

Science Research Support Librarian for
Astronomy, Geology & Geophysics, and Physics

kayleigh.bohemier@yale.edu

Our Agenda

- What is used in academia
- What is an information environment, and how do they differ?
- How do you build an effective profile?
 - Author agreement pitfalls
- Library business and industry databases
 - Where to go to research companies
 - How to find industry codes
 - Yes, we have databases with industry reports

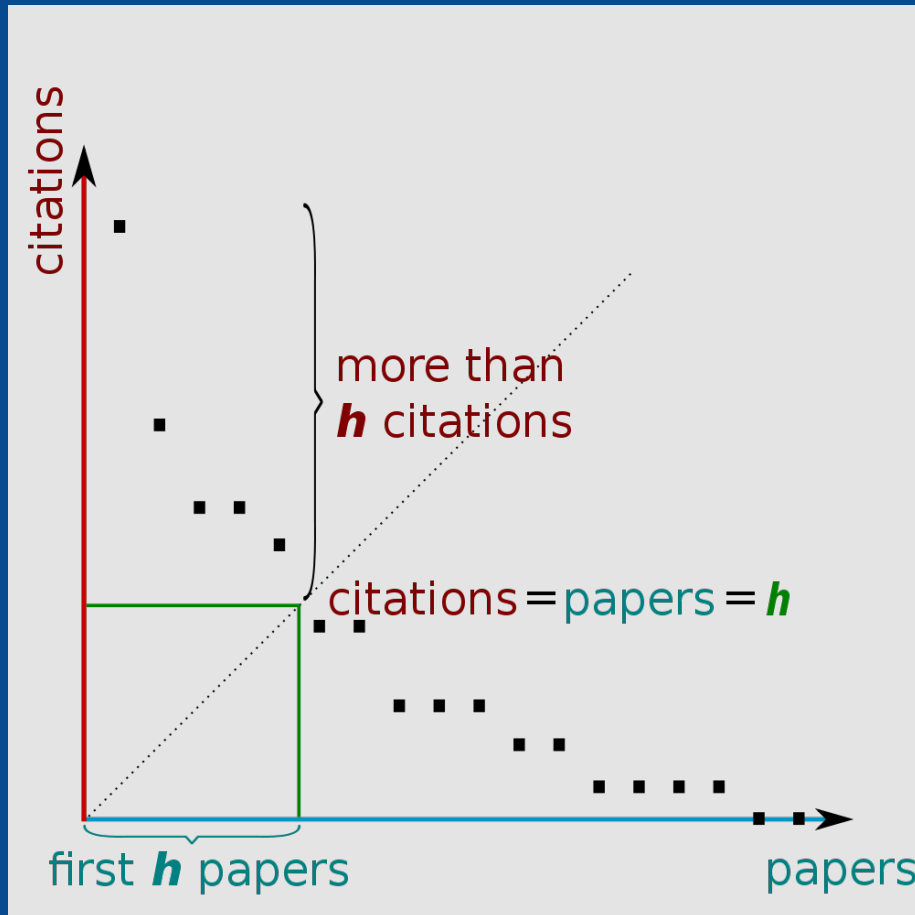
Within Academia

- *Science* and/or *Nature* paper
 - (journals with high impact factors)
- Significant contributions within research groups
- How many times people have cited you
- How much grant money you bring in
- What your h -index is
- “Broader impacts”



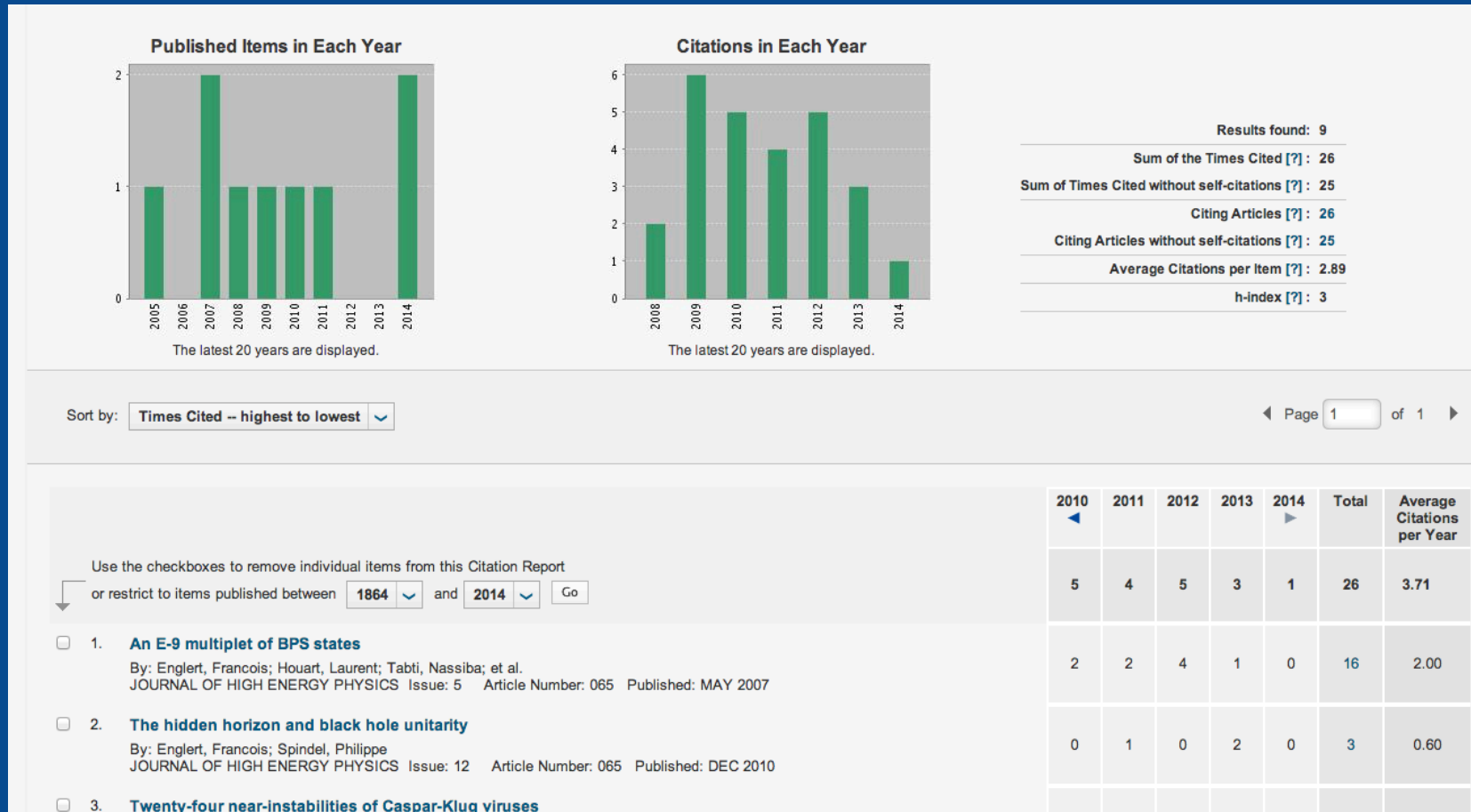
Image credit: Baer, Rhoda, for the National Cancer Institute (National Institutes of Health). Image ID#7985: "Researchers in Laboratory."
Retrieved at <https://visualsonline.cancer.gov/details.cfm?imageid=7985>

h -Index vs. Impact Factor



The JCR provides quantitative tools for ranking, evaluating, categorizing, and comparing journals. The impact factor is one of these; it is a measure of the frequency with which the 'average article' in a journal has been cited in a particular year or period. The annual JCR impact factor is a ratio between citations and recent citable items published. Thus, the impact factor of a journal is calculated by dividing the number of current year citations to the source items published in that journal during the previous two years.

It looks like this ...



And now we leave the road well-traveled ...



INFORMATION IS A COMMODITY.

Academic Researcher

- Curated, purchased or licensed academic journals and scholarly works.
- Access to the open web (e.g., Google).
- Access to professional society literature.
- Access to free interlibrary loan and other services.
- Access to everything the public can access.

Public Citizen (USA)

- Access to professional society literature.
- Access to some government info.
- Access to whatever you subscribe to (e.g., NY Times) or you can find on the open web (e.g., Google).
- Access to usually not free interlibrary loan through public and state libraries.
- Access to extremely limited licensed electronic content and print collections through public and state libraries, depending on their funding.

Corporate Professional

- Access to professional society literature.
- Access to everything the public can access (many companies use their local/state public libraries!).
- Access to proprietary databases related to the company's industry, often with extremely restricted terms of use.
- (Some) access to industry reports, standard documentation, and other work-related information resources.

What does this mean *practically*?

- Many prospective employers have almost no access to scientific literature.
- Value judgments.
 - Knowledge/expertise vs. tangible skills
 - Soft vs. hard skills
 - &c.
- Try to be familiar with what people see in Google.
 - What does Wikipedia say about your subfield? Is it comprehensible to a non-specialist?
 - How many conspiracy theories about your work show up in the first page of Google results?

Solution: Preprints/Postprints & OA

- Preprint: Version of the article you post to the arXiv before it sees a journal's reviewers.
- Postprint: Final version of the article *without the journal formatting*.
- OA: Open access publications.
 - Fees paid by authors or collaboration
 - CERN has an OA program, so it's likely your CERN papers are OA

... but how do you know if you have author rights to do any of this?

Keep copies of your author agreements.

- Clearly states if there is a transfer of copyright ownership of your article.
- Defines your rights to the work if you have transferred copyright, such as if/where you can post pre- and postprints.
 - See example at <https://www.elsevier.com/about/our-business/policies/copyright>
- Please don't break copyright law on SciHub.
- **I am not a lawyer!** 😅

(If you can deal with really gross humor, the *South Park* episode “Terms and Conditions” was recommended viewing by the Coalition for Networked Information to learn why Terms of Service and other types of agreements are important reads.)

Solution: Use Profiles

- Google Scholar
- ResearchGate
- Mendeley
- Academia.edu
- LinkedIn

All of these are indexed in Google, which is what you want — that is where prospective employers will search for you.

LinkedIn is used the most by professionals.

How do you make your profile stand out?

Let's do some market research!

- PrivCo (private companies)
- ABI/Inform (contains press releases about companies)
- D&B Hoovers (AKA "Avention"; company searches)
- IBISworld (industry market and risk reports)
- Frost & Sullivan (industry reports)

You can find all of these in the library:

<http://guides.library.yale.edu/az.php>

Some Final Tips

- Use a consistent version of your name.
- Create an ORCID identifier as you continue to produce research.
 - Some of you will change names.
 - There aren't good mechanisms for updating names on an article's version of record.
 - [ORCID.org](https://orcid.org)
- Think about your personal brand.
 - Google “minimalist social media worksheet.” It's actually helpful.
 - Use a profile system that Google indexes easily.
 - Follow copyright restrictions.

Further Resources

- Entrepreneurship Support at the Yale University Library
 - <http://guides.library.yale.edu/entrepreneurship>
- Yale Library Databases
 - <http://guides.library.yale.edu/az.php>
- Upskilling with Yale's Lynda.com subscription
 - <https://www.lynda.com/portal/yale>
- Statistical Consultant Workshops @ CSSSI
 - Visible with all of the other CSSSI workshops (offered by librarians) here:
<http://csssi.yale.edu/instruction/workshop-and-instruction-calendar>
- **Interested in scholarly communication in academia?** May 18, 4-5 PM, in the 17 Hillhouse Room 07 library classroom:
<http://schedule.yale.edu/event/3029267>