Building an Academic Portfolio

Patrick Dunleavy
THE MEDIATION OF ACADEMIC WORK

Single discipline processes

Renewal

Integration

Discovery

Application

Source: Dunleavy and Tinkler (2014).
THE MEDIATION OF ACADEMIC WORK

Source: Dunleavy and Tinkler (2014).
A ‘balanced scorecard’ for academic achievement over 10 years

- Teaching
- Authoring
- Managing
- Research
- Celebrity
- Networking

Levels:
- Low
- Medium
- High
Can academics both publish and be impactful?

Better focusing and social media effects
## Using bibliometric databases

<table>
<thead>
<tr>
<th>Tools</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bibliometric databases such as ISI Web of Science and Scopus</td>
<td>Gives accurate citation counts (no duplications)</td>
<td>○ Biased towards STEM disciplines, US and English language outputs  ○ Only covers articles</td>
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- **Cons**: Biased towards STEM disciplines, US and English language outputs, Only covers articles

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![WEB OF KNOWLEDGE](image)
Kenneth Benoit
Professor of Quantitative Social Research Methods, London School of Economics and Political Science
Political Science - Quantitative Text Analysis - Quantitative Research Methods
Verified email at lse.ac.uk
Using Harzing’s Publish or Perish

Tools
‘Tweaked’ versions of Google Scholar such as Harzing’s Publish or Perish

Pros
Allows computation of citation scores

Cons
○ Covers all academic outputs that are on the web
○ Easy to correct duplications
Check your academic impact score

Using Google Scholar Citations, check your

- **H-score**— shows the number of papers that have been cited that same number of times

Using Publish or Perish you can also see

- **Age weighted H-index**— adjusts for the number of years since your first publication
- **G-index**— incorporates the effect of very highly cited top publications
Average H-index in UK varies widely by discipline and career position.

The chart shows the average h-score for various disciplines in the UK, with different career positions represented by different colors. The disciplines include Economics, Psychology, Geography, Business &..., Philosophy, Social Policy, Sociology, Anthropology, Comm & Media..., Law, Political Science, and History.
NON-ELITE JOURNALS ARE ATTRACTING MORE GOOGLE SCHOLAR CITATIONS

Figure 4: Fraction of citations to non-elite journals for broad areas of research.

There are also ways to track the Altmetrics scores for your research.


<table>
<thead>
<tr>
<th>Total Article Views</th>
<th>18,523</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML Page Views</td>
<td>16,945</td>
</tr>
<tr>
<td>PDF Downloads</td>
<td>1,552</td>
</tr>
<tr>
<td>XML Downloads</td>
<td>26</td>
</tr>
<tr>
<td>Totals</td>
<td>18,523</td>
</tr>
</tbody>
</table>

9.16% of article views led to PDF downloads.
To sum up - Step 1: Building your academic impacts

• Pick as distinctive a version of your author name as possible and stick with it
• Write informative article titles, abstracts and book blurbs (see www.medium.com/Write4Research)
• Work with colleagues to produce multi-authored outputs (cited more)
• Consider cross-disciplinary research projects
• Build communication and dissemination plans into research projects early on
• Always put a version of any output on the open web in e-depository or via social media
The myth: “90% of papers published in academic journals are never cited . . .”
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In fact, uncited papers published in academic journals are:

<table>
<thead>
<tr>
<th>Discipline</th>
<th>% not cited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>12</td>
</tr>
<tr>
<td>Natural sciences</td>
<td>27</td>
</tr>
<tr>
<td>Social sciences</td>
<td>32</td>
</tr>
<tr>
<td>Humanities</td>
<td>82</td>
</tr>
</tbody>
</table>
Step 2: Academic blogging

- Shorter articles: 300 – 1,200 words therefore good for external audiences
- Easy to share via social media and email
- Searchable and available on open webDissemination is immediate so too is comments and feedback
- Easy to start, with software such as Wordpress takes 10 minutes to set up
- A valuable job finding tool as employers can see more than just your CV
- Three kinds of blogs – Solo, Group and MAB (multi-author blogs)
The uncertainty created by David Cameron’s policy on EU membership may cost the UK’s already troubled economy.

Prior to UK Prime Minister David Cameron’s speech on the country’s relationship with the EU, Michael Emerson set out several hazards that his strategy was expected to face. Revisiting these hazards after the speech, he finds them to be mostly confirmed. He argues that Cameron’s policy is badly defined, politically unmanageable, creates uncertainty for investment, and implies a difficult and clouded scenario for secession if this were to happen. The best that can be hoped for in Cameron’s reformist agenda is some fine tuning of EU competences.

David Cameron duly made his speech on Europe on January 23rd. It was long on populist rhetoric but short on operational detail. In a previous article, before the speech, I set out several hazards that his expected strategy was going to face. So how did the speech fare?

The first hazard was that of plausibly defining his objective. “We need to examine whether the balance is right,” he said. It is hard to know what this means. David Cameron may believe that the balance is right already, but it is far from obvious.
Building a digital CV

- Hundreds of qualified people will apply for every academic position you seek, so search committees long-list from digitally-held CVs, never printouts
- Most CVs mask information – so readers will often click on digitally available, open-access sources – to see what you’re like as a writer/analyst
- And to see *how much, how often* you write
- And could you have or grow *external* impacts?
Step 3: Build a (good) social media profile

More than 332 million users
More than 11 million in the UK

93% of recruiters polled use LinkedIn
ACADEMICS USING SOCIAL MEDIA,

Response base: 3,000 scientists and engineers

Response base: 446 social scientists and humanities scholars

Source: Nature 2014
GET A PROFILE ON RESEARCH GATE

Show your career's best
Use your profile overview page to present yourself and your research. Customizing your profile is the best way to show your peers what you've been working on, create exposure for your current projects, and start building your network.

164 PUBLICATIONS
8k Views
2,981 Downloads
1,266 Citations
51.82 Impact Points

ABOUT
During January through April 2015, and again in 2016, I am delighted to be at the University of Canberra as Centenary Research Professor, working on a project comparing the UK and Australasian states

SKILLS AND EXPERTISE (36)
18 Public Policy Analysis
15 Public Policy
12 Public Administration
12 Comparative Analysis
GET A PROFILE ON ACADEMIA.EDU
‘New paradigm’ social science research:

- **SHORTER**
  - 3k for medical papers
  - 1k for blogs

- **BETTER**
  - 140 characters for Tweets
  - Impact-full research, well-written

- **BIGGER**
  - Large N, digital-source, census-based, non-reactive measures displacing small N, survey, reactive data

- **FASTER**
  - Timely research and publishing
  - Instant networking

- **FREE**
  - Gold or green open access (OA), for articles and monographs
  - Reference conventions shifting to make OA primary source, making non-OA commercial sources secondary
SOME FURTHER RESOURCES

Twitter: @Write4Research

blogs.lse.ac.uk/impactofsocialsciences/