



Online Workshop

‘Digital Reputation Building in Science’

Venue Online – Zoom

Date Nov 05-06, 2020

Duration 2-day workshop (09:00 to 13:00 incl. breaks)

Tools Miro, Zoom, Mentimeter

Language English

Participants max 20



Agenda

Day 1: Digital tools for scholarly reputation building

Time	Session	Duration
09:00-09:15	Welcome and introductory discussion - Identifying expectations and core questions	15 mins
09:15-10:15	(1) Self-Marketing and Reputation Building in a research context - Principles of Open Science Communication - Establishing an online presence as a scientist - Online-marketing for a research topic	60 mins
10:15-10:30	Break	15 mins
10:30-11:30	(2) Public Relations via online tools and services - Using Social Media Channels like Facebook, Twitter & Co. in a Research Context - Social Networks designed for Scientists - Develop your own Digital Strategy	60 mins
11:30-11:45	Break	15 mins
11:45-12:45	(3) Digital tools and platforms for the research workflow - Electronic Laboratory Notebooks - Reference Management Systems - Online Repositories	60 mins
12:45-13:00	Closing session: Open questions & outlook to day 2	15 mins



Day 2: Legal aspects and Open Science strategies

09:00-09:15	Welcome and recap of day 1 - Identifying expectations and core questions	15 mins
09:15-10:45	(4) Data privacy and security, Intellectual Property and Licensing - Data privacy for the scientist and within the research project - How to protect Intellectual Property in the Digital Age - Licensing systems and legal aspects	90 mins incl. 5' break
11:45-11:05	Break	30 mins
11:05-12:45	(5) Time-efficient communication along the Open Science principles - Time management strategies - SMART guideline - Vienna Principles of OA Scholarly Communication	90 mins incl. 5' break
12:45-13:00	Closing session - Open questions - Planning towards knowledge transfer - Feedback	15 mins

Description

‘Digital Reputation Building in Science’

Various digital tools exist that can be used to establish yourself as an expert in your discipline and network with other researchers as well as professionals outside academia. In this workshop, we will look at and compare selected digital tools like Twitter, LinkedIn and Facebook and also research specific services like ResearchGate, Academia.edu, ORCID, ScienceOpen and ImpactStory. We will ask how the Open Science principles facilitate reputation building and how digital tools can enhance research visibility throughout the research workflow. Relevant legal aspects and time management strategies will round up the topic to enable participants to develop their own digital strategy for their research projects.

Collaborative note-taking: https://board.net/p/unibe_reputation-building_2020

Please add here your questions and expectations you might have.

Methodology

- Presenter input
- Q&A + exchange of best practices
- Collaborative note taking on an etherpad