Improving Online Visibility for You and Your Research

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lburguenoc @uoc.edu
1 Motivation

2 Academic Profiles

3 Other Channels

4 Conclusion
1 Motivation

2 Academic Profiles

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Imagine looking up a researcher “Bentley James Oakes”

What questions might we have about him:

- What does he **look like**?
- What are his **pronouns/name pronunciation**?
- What’s his **email address/institution**?
- What’s his **recent/past work** about?
- Who does he **publish with**?
- What’s his **# of citations/h-index**?

**Goal of academic visibility:**

*Make answers to these questions easy to find on your websites/profiles*
Motivation

Why bother increasing the visibility of *yourself* and *your research*?

- Collaborations
- Impact (e.g., citations)
- Invitations for talks/PC/etc.
- Job applications
Maintaining Profiles

Can spend $\infty$ time on these sites

- Do iterations, a little bit of effort every few months
- Answer the basic questions immediately

Consistent effort leads to opportunities and impact
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Different kinds of profiles to focus on:

<table>
<thead>
<tr>
<th>Type</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifier</td>
<td>ORCID</td>
</tr>
<tr>
<td>Identifier + more services</td>
<td>Publons (before: Researcher ID)</td>
</tr>
<tr>
<td>Social network</td>
<td>ResearchGate</td>
</tr>
<tr>
<td>Auto-populated profile (may allow editing it)</td>
<td>Google Scholar</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scopus</td>
</tr>
<tr>
<td></td>
<td>DBLP</td>
</tr>
</tbody>
</table>

Next are examples of each, showing purpose/available info
Unique researcher identifier
Increasingly mandatory for submitting papers

Maintenance: Site links, employment, publications
Almost every researcher asking about your publications/impact will check Google Scholar.

Bentley James Oakes
Post-Doctoral Researcher, University of Montreal
Verified email at umontreal.ca - Homepage
Model Transformation, Cyber-Physical System Verification, Machine Learning, Model-Driven Engineering, Software Engineering

<table>
<thead>
<tr>
<th>TITLE</th>
<th>CITED BY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specification and Verification of Graph-Based Model Transformation Properties</td>
<td>27</td>
<td>2014</td>
</tr>
<tr>
<td>GMK Selim, L. Lúcio, JR Cordy, J Dingel, BJ Oakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Conference on Graph Transformation, 113-129</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full contract verification for ATL using symbolic execution</td>
<td>21</td>
<td>2016</td>
</tr>
<tr>
<td>BJ Oakes, J Troya, L. Lúcio, M Wimmer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Software &amp; Systems Modeling 17 (3), 815-849</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HintCO - Hint-Based Configuration of Co-Simulations</td>
<td>18</td>
<td>2019</td>
</tr>
<tr>
<td>C Gomes, BJ Oakes, M Moradi, AT Gámiz, JC Mendo, S Dutré, J Denil, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proceedings of the 9th International Conference on Simulation and Modeling ...</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Maintenance: Photo, contact, keywords, publication details, co-authors
Social network for researchers

Bentley James Oakes
Université de Montréal | UdeM · Department of Computer Science and Operations Research
PhD

About

41
Publications

3,707
Reads

144
Citations

Introduction

Skills and Expertise

Formal Verification  Theoretical Computer Science  Formal Semantics  Cyber-Physical Systems
Advanced Machine Learning

Contact

Current institution

Université de Montréal
Department of Computer Science...
Current position
PostDoc Position

Co-authors

Top co-authors

Bart Meyers
University of Antwerp
Easy to organise and find publications

- Can have *private* and *public* texts available
  - Google Scholar can link to public texts stored on ResearchGate
  - Can ask for texts from other researchers
  - Only upload author versions of texts
- Can link presentations to publications

Maintenance: Keep publications up-to-date, add texts
Statistics provide metrics for impact

Can see who reads and who cites your research

- 3,707 Reads
- 144 Citations
- 10 Recommendations
- 0 Mentions
- 150.4 Research Impact

Citations of your research

- Total citations: 144 (+1)
- New citations found last week: 1
- In new or upcoming research: 1
- In previously published research: 0

Top h cited research

- Full contract verification for ATL using symbolic execution

People who cited your research

- Eugene Syriani
  - PhD: Professor (Associate)
  - Institution and department: Université de Montréal · Department of Computer Science and Operations Research
  - Skills: Software Development · Modeling · Metamodeling · 27 others
  - Cited publication: Full contract verification for ATL using symbolic execution

- Chihab Eddine Mokaddem
  - Ph.D. Candidate
  - Institution and department: Université de Montréal · Department of Computer Science and Operations Research
  - Skills: Design Patterns · Refactoring · Model Driven Engineering · 3 others
  - Cited publication: Full contract verification for ATL using symbolic execution

Follow
Send message
Funding agencies might ask for Scopus profile instead of Google Scholar

- Has link to the ORCID
- Citation count differs between sites
  - Self-citations might not count
  - High-quality publications (workshops/tech reports might not appear)

Maintenance: Keep consistent with other profiles
Profile capturing info from the *Web of Science*

Can also be used to track reviews for journals
DBLP - https://dblp.uni-trier.de/

- Automatically created for you
- Used by CS researchers
Mentioned some academic profiles:
- ORCID
- Google Scholar
- Scopus
- ResearchGate
- Publons
- DBLP

Takeaways:
- Lots of duplicated information
- Iterate through them every few months and keep them up-to-date
- Make sure that ORCID and name are consistent throughout
  - Watch out for name changes and accents
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Very strong recommendation for:

- Personal website

May also want to consider:

- LinkedIn
- Twitter
- Blogging
I am a postdoctoral researcher in the GEODES Software Engineering Research Group of the University of Montréal, Canada.

My work focuses mainly on collaborative multi-level/multi-view modeling and the automated inference of simulation models with Prof. Eugene Syriani, and on the engineering of digital twins and cyber-biophysical systems with Prof. Houari Sahraoui.

As of October 2021, I am an IVADO Postdoctoral Research Scholarship laureate on the topic of inference of simulation models in digital twins by reinforcement learning.

I have received a PhD in Computer Science in 2019 from the University of Antwerp, Belgium, while working in the Modelling, Simulation and Design Lab (MSDL) of the Antwerp Systems and Software Modelling (AnSyMo) research group, with Prof. Hans Vangheluwe. My research was focusing on inconsistency management in complex heterogeneous engineering settings, enabled by multi-paradigm modeling (MPM).

Previously, I have worked on reactive and streaming model transformations, and complex event processing with the VIATRA/IncQuery team at the Budapest University of Technology and Economics, Hungary, headed by Prof. Daniel Varro.

My academic background includes teaching experience both at the graduate and undergraduate levels, in multiple countries and systems. I am a frequent reviewer for different journals and conferences.

I’m also active outside of academia, mainly in innovation consulting. During my sabbatical, I have served as the Head of Innovation for a multinational quality engineering corporation. Previously, I have worked for several service-oriented companies as a software engineer.
Maintain a publication list yourself
- Can link author versions of papers
  - Google Scholar will index these
- Offer bib files and presentations too
### Personal Website - Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th International Conference on Model-Driven Engineering and Software Development 2021 - Session Chair/Author/Presenter</td>
<td>Virtual</td>
<td>February 8-10, 2021</td>
</tr>
<tr>
<td>17th Workshop on Model Driven Engineering, Verification and Validation at Model Driven Engineering Languages and Systems 2020 - Author/Presenter</td>
<td>Virtual (formerly Montreal, Canada)</td>
<td>October 20, 2020</td>
</tr>
<tr>
<td>1st Bits &amp; Chips Digital Twin Conference - Attendee</td>
<td>Eindhoven, Netherlands</td>
<td>October 31st, 2019</td>
</tr>
<tr>
<td>2nd Modeling in Automotive Software Workshop at Model Driven Engineering Languages and Systems 2019 - Author/Presenter</td>
<td>Munich, Germany</td>
<td>September 15, 2019</td>
</tr>
<tr>
<td>1st MPM4CPS Workshop at Model Driven Engineering Languages and Systems 2019 - Author/Presenter</td>
<td>Munich, Germany</td>
<td>September 15, 2019</td>
</tr>
<tr>
<td>2nd MDEbu Workshop at Model Driven Engineering Languages and Systems 2018 - Author/Presenter</td>
<td>Copenhagen, Denmark</td>
<td>October 14-17, 2018</td>
</tr>
<tr>
<td>GEODES Research Group - Visiting Researcher</td>
<td>University of Montreal, Montreal, Canada</td>
<td>May 2018</td>
</tr>
<tr>
<td>fortiss GmbH - Visiting Researcher</td>
<td>Munich, Germany</td>
<td>July 18 - August 26, 2016</td>
</tr>
</tbody>
</table>

- Can maintain a list of attended events/presentations
- Shows research interest and participation
Twitter

Lola Burgueño
618 Tweets

Lola Burgueño
@LolaBurgueno

UOC (@UOCuniversidad); Visiting researcher at @UMontreal. Software Engineering and MDE. Testing, uncertainty, AI-enhanced systems, performance & more

Som-research.uoc.edu/lburgueno/ Joined June 2013

348 Following  576 Followers

- Personal account, professional use
- A means to advertise yourself
Institutional accounts, accounts for events, journals, products, etc.
Keep up to date
LinkedIn

- Highly used by recruiters
Blogging

- Blogs like modeling-languages.com have around 1000 visits per day and 2500 subscribers to the mailing list!
Crónicas del intangible

La inteligencia artificial no es un camino de rosas

Sistemas como el aprendizaje automático han llegado para quedarse. Pero ni las máquinas llegarán a ser tan listas como nosotros ni nos sustituirán.

LOLA BURGUEÑO CABALLERO
07 MAY 2021 - 22:09 CD

La inteligencia artificial lleva entre nosotros más de 50 años, pero no ha sido hasta hace unos pocos cuando, con la mejora de la capacidad de almacenamiento y computación de los ordenadores, está siendo aplicable en la práctica.

- Communication, non-technical audience
- Newspapers, talks in schools, etc.
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Conclusions

- Academic visibility is *essential*
- Start creating and maintaining profiles/websites now
- Check in every few months to maintain them
- Copy what others are doing, but also be creative!
- Create content for your website/profiles
  - Publish excellent research
  - Attend seminars/conferences
  - Organise talks/seminars/workshops

Thank you!
Questions?