>> Hello, everyone.
Welcome to our webinar today, your digital identity as a scholar-practitioner. I will be serving as your host today. Before we get started, I'd like to provide you with an overview. You should have received a closed captioning link by now. So if you need to access that, please click on that link. If you choose telephone, you can use your phone number to call -- or your phone to call using the number and access pin. You can also click on use mic and speakers to listen through your computer. If you have questions, please use the questions function to type in your questions and click on send. We will choose the questions of the widest applicability to our audience. This webinar will be recorded and then archived approximately following one week of tonight's presentation. Okay. So let's go ahead and get started.

>> Hello, everyone. Welcome to our webinar, your digital identity as a scholar-practitioner. I'm pleased to welcome Dr. Daniel for the Center for Research Quality. And we would like to give him frequent flyer miles because this is his fifth webinar. How are you?

>> Good. Good. Ready to go.

>> Okay. Great. We are, too. Also joining me is Nicole, and she will be providing technical moderation and getting ready for this evening.
That said, I want to introduce our team. There are five of us. We're all full-time professionals working out of the Minneapolis office. We actually belong to a full-time office. So before we dive into our topic for today, we would like to ask you a question regarding your own digital identity. Nicole is going to launch that poll.

>> Have you Googled yourself within the last six months?

4

So just a simple question, just yes or no. It's related to your career plan and your academic digital identity. So yes/no, have you Googled yourself in the last six months? The majority of you all are saying no. So you came to the right place, and today we're going to get good tips. So I'm sharing the responses now. 64% have not Googled themselves and 36 yes. Now, I'll hand it back to Lisa to introduce our faculty presenter again, Dr. Daniel.

>> Great. And I have to confess, I'm in the no category.

>> I'm in the no category, too.

>> It's a good thing you're here to tell us about that.

>> As I mentioned, Dr. Daniel is the director for the Center for Research Quality. He's also a Ph.D. in the education program. As I mentioned before, he's been an engaged speaker, which is this is another addition to that for this evening. With that, I'm going to hand it over.

>> Thanks. I just want to virtually wag my finger and say you need to get in the habit of knowing what you're
about.
Thanks for that introduction.
I was previously in the College of Education.
Before that, I was at Pennsylvania State University.
I had a long interest in technology before it was
even a cool thing to be doing and this one
particular topic is of interest to me because it's
an interesting -- it's an interesting blend of
technology and identity of self.
So what I want to do this evening here is kind of --
these are my objectives, and I have a lot of
information in the slide so somebody can see this
later.
That's why the information is in there.
My objectives here are to kind of examine why you'd
want to pay attention in the first place.
It's not a simple thing to do to maintain a digital
identity.

Understand the forms of you, and that's how I focus
the slides coming up.
We want to look at a hand full of online resources
for this process.
It's by no means exhaustive.
It's good for people just starting out and for the
people like myself, moving towards the end of their
career.
Next slide, please.
Okay.
So a quick definition.
Digital identity.
I think the best way to think about it is it's the
totality of everything on the Internet.
All those little online footprints.
I think this is what other people can see,
where you register with a service or something where
others can see you are a part of that.
If you don't control this, it will control you.
Even now, you know, it -- one of the first things
you will -- a big eye-opener for me was --
my daughter has a unique name.
We typed in her name to find out how many people had
that first name.
The first time it popped up was in the
acknowledgment in my dissertation where
I acknowledged my daughter or son in that page. There are many different views -- I don't mean to scare everybody. There are many different views out there that personas or -- whatever. You want to be consist across all of them. Some friendly tips before we get into it. Before we get started, you need to keep your business identity separate from your personal identity. You know, I don't want to Google you for research and find spring break pictures. Try to keep them separate. I have colleagues that don't have a boundary like that. A good tweet is about the diet and how he hates it and then it's about dissertation and law. It's all tracked. You know, later, I'm going to say pay attention to the settings on these accounts. I clicked on an article and I closed it. Has a couple days later, I got a note. I went in and quickly changed my settings. Know where they are in any service that you use, especially Facebook and all those things. A couple other caveats: There's no single solutions to all users. I think you know to assess what you're trying to achieve. Some of them are very similar in nature. I think that's the frustrations that many of us have right now. Some are dedicated solutions, others have been coopted, if you will. A loft scholars use Twitter. It takes a lot of time to keep it current. I would say, decide which ones you choose by what you do. Okay. So let's look at a few of these. I've pulled a handful of them. I'd recommend that you get yourself a work ID. That is an open source digital identifier. It's a way for you to tag yourself some way so that
you are the same you.
I was surprised -- I have what I think is a unique name, but there are five others out there. Another does work in the UK. There are other people out there. So this identity number is a way to -- like a social security number for researchers. You apply for it. It's all open-source. Just something you should have. An alternative, if you want, they have a researcher ID. They are not open-source. It's tied into services that they provide. It's probably the most popular one. Next slide, please.

Hopefully, you've all used Google Scholar for conducting your searches for your research. You can set up your own little profile. Get used to my lovely bald head here because you get to see it again and again here. Here I am.
You can click on that and go there. This is how I tag myself basically.
Union theory, graduate education, measurement. Those are the kinds of things I'm interested in. I've tagged myself in some way for others looking for me. As a profile, use the articles I've written there.

Google does me the favor of sorting them by what's been cited most. I have a couple of colleagues and we did an article that was cited in a lot of stuff. It shows all the articles that cites that article of the that's a great way to network yourself and reach out. Over on the right-hand side is some simple measurements. You may want these things to say look how many people downloaded it. Those are things that indicate the popularity or how much. And then you see my one link to Iowa State.
So you should be familiar with Google Scholar.
One thing I forgot to mention: You can follow me as well.
Thank you, Nicole.
Here, this is Chronicle Vitae.
This is a newspaper, basically, for higher education, even back in the day when I was a graduate student.
They've been around for quite a while.
Now, online, they have had a very large board where you can find faculty positions and stuff.
Morning there's the social media piece and they allow you to set up a virtual curriculum vitae online.
There I am.
You can modify these things.
They're very customizable.
You go to the next slide, you get a better sense of the information that's in there.
I had to split it between two.
It's all very customizable.
You know, up at the top, you see the bottom part of the jobs that's in there.
I don't have everything I've done in there, mostly academic stuff.
I show the last three that I've had.
I should have something more current be but I don't.
Presentations I've done, and all of these blue are clickable links that take you to more information about those.
I could put a teaching statement in there, a list of the courses that I've taught, if you go down the screens, there's places for you to put in your committees that you've served on, the groups you've served.
What's cool about it and why I highly, highly recommend you set this up is that, when you go back into the job board and you see the job at Walden University -- well, the state university somewhere, increasingly now, you see a place to submit your curriculum vitae instead of submitting your regular one.
They also have groups around this thing.
They have done a good job integrating it into the
other serves. They are behind the 8 ball. And this group has tried to build something for that. LinkedIn has tried to expand into that market. This is more amenable for people who think about an academic career. We left time at the end to answer any questions. Another site has a spin to it is like Voltera. It's kind of a place where you can put your work. You can set up a group of your colleagues working on a grant or something. They also have discussions. They're getting more and more built. Okay. I don't use it for the social media piece, but I use it to tell between the iPad and computer. You don't see it on here, but it's for research on doctoral students. It gives me a way to network. There's not much opportunity for you to put much information about that in there. It's a way to kind of share the knowledge, if you will. So I set up folders, I can invite people in, I can have people follow me. You should be familiar, but it's a good way to share the work that you're doing. I mean, it's about the nuts and bolts of writing something or getting something done. Next slide, please. I'm going to take a sip of hot tea here. Twitter, set one up for your professional life, separate from your favorite NBA again. You know, keep it separate from your professional one. Do you have to Tweet? No. But I am a big fan. You can follow professional groups. Most of the ones I belong to are professional groups that cost $200 or more.

I set up a higher educational professional groups list.
So the tweets from these professional groups that I follow wind up in the list. Why is that important for you as a scholar? Well, one, if you're looking for a response, it gets tweeted before it ever shows up. All that information you get from being a member goes into the feed. Those are the groups that I follow or I belong to. They give me other suggestions like AUU -- I thought that I did follow ACE. I could follow them. Anyway, I don't want to get too involved in the mechanics of Twitter. I just want to follow them so their tweets don't show up in the main feed. You can set up a lot of different groups. There are a lot of groups that have -- they tweet about professional groups. The other thing, you know, Lisa, this could be number six. It's about how to be in the give and take of the Internet. One of my favorite hashtags out there -- and I recommend this -- is Ph.D. chat. And then another is early researcher chat. These are students like yourself who are sharing information that they have about the experience and they put the hashtag on it so others can see it. I highly recommend you do that. One other caveat: People trying to sell you something, some of them have found that hashtag. This is one that tries to sell services, so they -- they have these FAUX posting. There's a hashtag for Carl Jung. So it's not just for your NBA team or the country in the moment, it can be a productive tool as a scholar. Okay. Moving on. I know a lot of people -- Waldenite, people who belong to Walden as an institution, 7,000. This is truly for -- if you could say there was a Facebook for academic types, this is as close to that as it's going to get. You can set up like a profile like a showed you in Google. It allows you to set up your own article. And the difference between Google and Research Gate
is -- you see the article there, I can make it available to other scholars.
You have to have library access to get it.
That's part of the controversy.
I can upload articles and make it available to everybody.
The publishers don't like it too much, and I say --
I tell students all the time: If you can't access
an article or find it in the library, come look in
Research Gate or Academia U.
See me there on the screen there?
I've got 26 kinds of announcements.
That's because I follow different kinds of research
groups, different from the ones I have in
Google Scholar.
funny thing, it's where I make my point.
It's where you've got to be careful out there.
They have a job component here, and I see the mouse moving around where I have the question mark there.
For some reason, they think I worked at the Indianapolis zoo.
This shows your article.
When you enter your publications, the article that
I wrote, again, one of the ones that resonated with
the article I already wrote, but what we find now are authors that click on everything and add them.
They've got thousands of things attached to their profile even though they never actually did it.
You have to be caution and you see somebody that has 2,000 publications.
You need to be a little suspect there.
Buyer beware as you go on this.
A couple more things.
If you go to my regular profile, this is what I see.
Go to my regular profile, you will see a different kind of screen.
I just want to highlight a couple of things on the about.
I have my work ID in there so others know that it's me.
In case they haven't met me before, they have that to go back to.
Another thing is a link back to the bibliography of the things I have found on doctoral education.
So it gives me a way to connect with others. If I did a question, I could post it to a group and say, what do you all think about Zoom compared to Skype? They’re trying to eat a piece of the pie and become a job board.

They are so far behind you can’t even -- they’re not even close. I can understand why they’re not close. They think I worked at the Indianapolis zoo.

So if you go down on to the rest of the screen, you see the other information that should let you see how this is a social media kind of environment here.

Again, it’s got publications here. I think what the Research Gate does is give me a metric on how many people have looked at it on Research Gate. Google will give you a better kind of thing. You know, that -- anyways.

I’ve uploaded a couple of mine. The second one there is our own journal. That’s our research and practice. It’s open access, so I can put that up there. The other -- the third one there, the press article, I don’t have a copy of that put up there.

Lisa, number 7 works out that we do. It’s copyright and understanding how all that works. I tagged myself in the Google Scholar thing. You know, this whole stuff on the right-hand side, I’m not a big fan.

You know, I haven’t figured out how that works for me. You know, my friends endorsed me for these kind things. Again, I don’t know how that is a good point, but it’s similar to what they do. My old masters adviser, colleagues of mine, western Michigan, these are all people that I’ve worked with. You see a list of the people that I follow there. You can’t see those pictures very well, but that third person is our academic officer. (Laughing.)
And then all the people who follow me. You know, I think if I were to choose one of these, kind of the Facebook for scholars places, it would be this one because so many Walden people already -- at the very bottom, it gives me a chance to export my profile as a CV. If you have a fixed amount in your time and doing your job and mowing your yard, the Chronicle place is the place too set it up, not here in Research Gate. Okay. Slide one more.

Nicole? No, I don't. I want to try to answer specific issues you have, but I do want to highlight some others. These kind of profile sites, like, Research Gate, another one that's very similar is Academia U. A new one coming up on the outside is Pyrus -- I don't know how they say it -- it is a similar site designed for finding collaborators. You say I'm interested in collaborating on these topics and other people search for your. It's something out of the UK. I've been following them for awhile. A program I'm having is they are beginning to add services, so it's hard to separate what is -- what is someone try to sell me something versus what's legitimate information on something I want know. One of them I should have on the list is Scholar Works. Your study will go into our repository. You can put stuff in. I've played around a bit. If any of you invest the time and go play with that, it's open-source, it's -- it's a big, complex thing. I've gone in there a big thing. It'd be a great thing for a grant-funded research problem with a lot of moving parts. For most things, might guess on my little computer. Open-source is a very interesting phenomenon. Many of my colleagues -- like my buddy that I talked about earlier -- they blog a lot.
I think that if you have something to say and you want an opportunity to put it out for the community of scholars, blog it. Word Press is a much better version of, you know -- of it. It's like Word Press is the Macy's of this sort of thing. If you've got the time and energy for something to say, blog. Non-academic, but potentially useful to you. You know, I don't have Facebook, but I don't like people who do. I'm not on Facebook.

But I think Facebook is kind of now -- as we shook all this stuff out, it's the default media solution for your personal life. In that way, it's good for that. Because there's so many other resources, there's better.

I mentioned LinkedIn before which was bought by Microsoft for 26 billion or something like that. I know Walden has a specific relationship with that. Definitely, worth exploring.

I didn't spend a lot of time there. I'm a fan of Google Plus. I like to coast in just because I can.

You know, everyone finds one who fits as they are as a person.

Another thing -- you know, I'm reprizing this. You know, I think each of you, if you have a lot of research that you want to do, you may want to claim some sort of domain.

I have a domain for it. I've done a lot of stuff on student stuff. I got an invitation from a publisher based on the research on my site. Again, these things are all connected, they're all searchable.

It's a way to keep your name out there and keep engaged.

I'm sorry for the background noise. There's going to be a party in my house in an house. I think that is my last slide here. Maybe.
Yeah.
Questions.
So Nicole, I hope all 91 of you have generated questions in the question box.

>> Great.

>> Lisa, do you have a question here?

>> Can you repeat how you registered on Google Scholar again?

>> I think what you will want to do is, when you are in the university Google environment, one of the -- you know, you've got Drive and Gmail and YouTube, well, Google Scholar does those things. So if you log in and go and type it into the search bar, it will take you there and it will likely -- if you haven't set up an account, set up your profile -- ask you to do that. Just shoot me an email. I forgot how it worked and it may be different now. But it is a service just like the opted services. It should automatically recognize you.

It won't fill in your profile, though.

>> Got it. And another way to access it is through the library, too. If you log in while you're in Google scholar, it will tell you if Walden library has the article that you're looking for.

>> There's an option at the top tomorrow you to set up your profile.

>> Great. I don't have too many credentials yet. Do you have any recommendations?

>> Grace, that's a great question. There -- let me think about this. There's a lot about research that, you know, you have to -- you have to build.
I've been a researcher and writer for 30 years. Did I have that all starting out? No. But you can do is start establishing your identity as a person in conversations. Follow groups, ones that interest you and what your area is. And if you've got something worth contributing. Make sure you know that everybody will see it, so it needs to be kind of correct. But you know, that's a way to start establishing a bit of a footprint. I also think that, as you get into some of these groups, you will identify groups who are interested in what you are. I think that you can start laying the groundwork even as a master's student. I was out for a few years, I came back, so you can have this kind of stuff back then. Now, you can set that stuff up. Start following them, get familiar with the interface, and -- and learn from it.

>> Great.
Great.
Thank you.
And Rachel asks how would you use Facebook as an academic-type tool? How would you use it as a useful tool in the academic word?

>> Well, as a said before, I don't have a Facebook account, but I know many people who do. There are conversations going on months people in areas. So like a -- the AAUP. I know they have a Twitter account, but I know they have a Facebook account. It's just that, again, I would just caution you to be very careful to keep a boundary between your personal and your professional life. Even though they're not supposed to do it, if you're in the job search, there's nothing to prevent something from Googling your name.
Great.
Thank you.
And then: If you had to choose one of the websites as the first and top-most one, where would you start?

Like I said at the beginning, it depends on the you that you are.
If you keep building that and keep getting like-minded scholars, probably Research Gate is the place to government I think it's friendly.
There's a lot of Walden people.
For that you, that would be a way to go.
If you have, on the other hand -- if your agenda is looking for a teaching appointment, then get into the Chronicle environment.
I think, even if you have a few things -- I mean, you can upload teaching statements about how you teach, your research interests, all those sort of things.
You don't need to have a ton of publications.
It would depend a little bit on the path.
Research Gate would be it.

And we received two questions on the word ID. Can they get that before their dissertation.

You will be able to access this PowerPoint after it's archived.
They will be able to access this.

Yes.

Just do a search on word ID and it will take you right there.

You just need to have an interest in having one of those accounts.
Again, it's not like you're trying to buy the domain name.
So you know, it's not like that.
They will just give you a number, just look a social security number.
So if you feel like you're going to be a player or
want to have that peace of mind, it takes --
20 minutes to set it up.

>> Thank you.
And since you started your presentation with
Googling yourself, do you have suggestions for
cleaning up your digital identity?

>> (Laughing.)

>> You know, no.
It depends on what it is.
I don't know.
You know --

>> Okay.

>> It's hard to say.
That's a deep question.
I do think that you can -- but what you learn is
that a lot of these things are -- are based on
search.
So what you want to do is be able to put out as many
positive products that people want to click on so
you don't get the effect of people putting something
negative and people searching it all the time so it
moves up the list.
That -- you know.
So you've just got to be really -- like I said at
the beginning, really, really careful.
You need to get yourself mentally preached you may
wind knop the paper in some way and that might be
the thing that pops up.
If somebody asks you about it, how do you respond?

>> Any safety tips?
I guess you mentioned the word ID, right, to prevent
someone from not knowing?

>> Yeah.
And that's kind of an issue for Twitter, you know,
that -- as a matter of fact, it's popular to have

celebrity accounts and people are pretending to be.
And I think there were like 7 or 8 people who
claimed to be God on Twitter. But if your name hasn't been taken, get in there and take it.
You know, the admonition we give to people is don't put anything into your Twitter feed, your posting, that you wouldn't want on CNN at some point because your feed, all these things are public to the world information.
CNN can say here's a post talking about so and so. So your best defense is don't put anything there that you don't want to be seen.

>> Okay.
Thank you.
We have a student that blogged on her doctoral research and plagiarized herself.
You know, be sure you’re not verbatim.
She never realized the possibility, but she did.

>> A lot of researchers have gotten caught with their virtual pants down and posted a finding, wow, look at this great stuff, this goes into the peer review process, the colleague goes, well, you know, you missed this and this and this, they put it out there already in social media.
So, you know, you've got to be careful to not jump the gun and you've got to be caution and -- about it and all this sort of stuff, but that's not a reason not to use it and -- you know, now, it's the time to get familiar with it and you're trying to get that, then you know what it's all about.

>> What do you think about self-published blog posts?

>> I'm trying to keep an eye on the time.
I would caution everybody to be careful with the word publishing.
It is a very complicated term now that gets used.
A lot of students think they're published because their dissertation goes into the class.
That's more like ERIC.
All it says is that your university says we've done a dissertation and we're going to make it available to other people.
That's the university's job so while it's available and it's a form of publishing, it's not published in the actual sense.
If it’s something that you could cite in your dissertation, then I would call that a publication. It's out there for public consumption. In Research Gate, if they've got a well-written paper, they may put that up there as an example of their writing.

If you can understand that everyone can access that, if you're protected on some level, like I said, it would be a level that would be good.

What you don’t want to do is to take something written in the class, write it up and make it look like a published research article and put it on your account there and let people think that that's that. Because if they find you doing that, that puts you in a different kind of light.

Don't putted every paper you wrote. Often, you get asked for writing samples. And if you've not published anything, that's the way to get it done.

But only use publishing in regard to something that, for us, is peer-reviewed. Unless we're talking about a book and that's a whole another kind of thing.

If you self-publish a book. It's got an ISBN number and everything. Only allow yourself to put one good thing on there.

>> Great.
Thank you

>> Make sure that it was a paper that you wrote for class and not something else and then don't list it under publications.

>> Got it.
Thank you.
Great advise.
Thank you very much.
That's it for questions, so I'm going to hand it up to Nicole to wrap up our webinar.
Thank you for great questions and a terrific presentation.

>> Great.
We want to remind everyone of the website. You can access it through your portal and there's a few key resources here on the next few slides. This is a bland newly page specifically for doctoral students, and it's really your one-stop resource with links to resources and guidelines, which is where this webinar will be recorded for archiving. Many of the platforms mentioned on today's webinar, we have links there. So you want to check out this page.

>> And I also want to mention, too, that the academic signature link is on there. One, you can advertise yourself with having your doctorate after your dissertation is approved.

>> Thank you, Lisa. fantastic.

>> And here a screenshot of our doctoral webinar series. So again, a lot of higher education webinars, creating and developing your CV, and also, transitioning into the academic world. So really, a broad range of resources that we've collaborated with many of our esteemed faculty from Walden on these seminars. And with that, we want to end it with an inspiring quote here. Many of that which we discussed today. Every time we post a photo or update your status, you contribute to your own digital footprint and your own digital brand. That wraps up what we talked about. Have a wonderful evening. Also, last but not least, we would like to invite you to our social networking change hour. This is an opportunity for you to engage with the Walden community for social change and please check out the Career Services website and for the link to register, it will be up there in the next few days. Again, you can engage with students, faculty, and staff, and we'll have six booths and one open. So please, join us for this event.
And again, thank you for attending the webinar and have a wonderful evening.

>> Thank you.

(Music playing.)

(Beeping.)

(No audio.)