



The presence of researchers and professors of P. Porto in digital platforms

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P.PORTO

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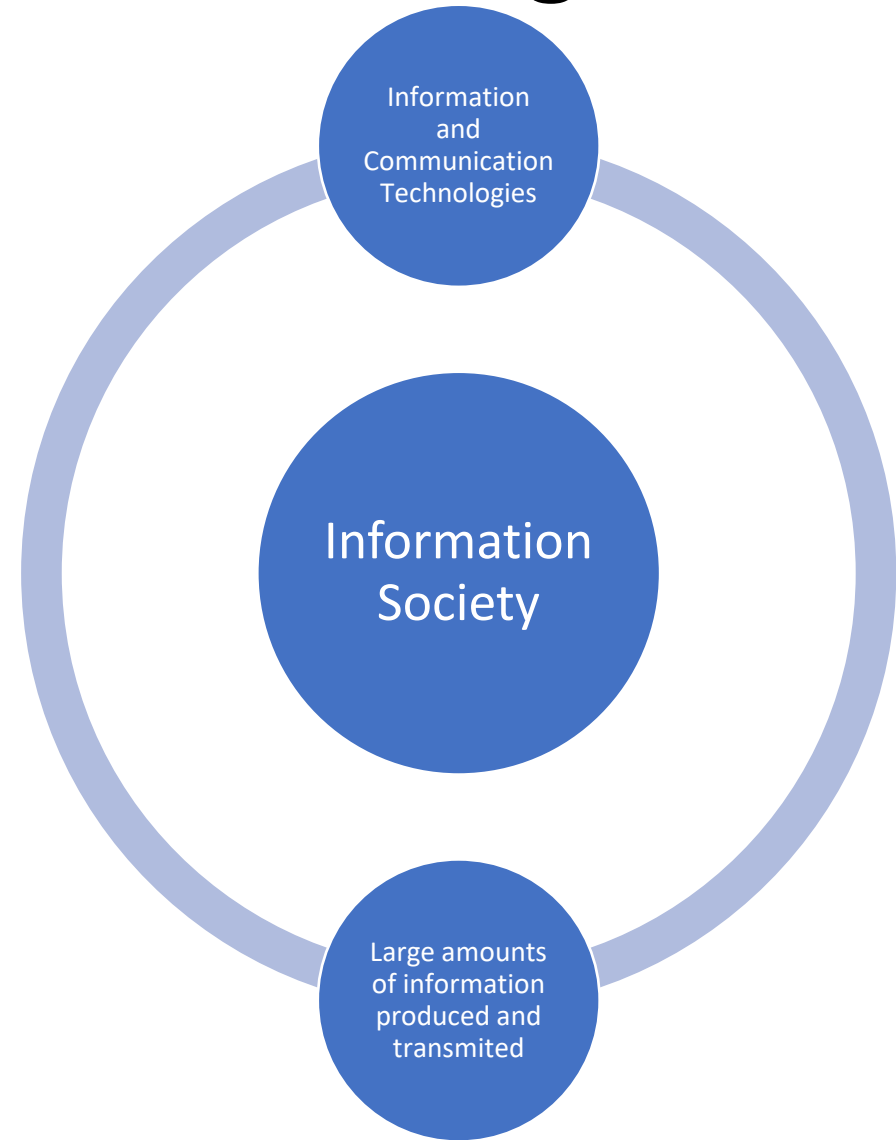
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Summary

1. Background and purpose of the study
2. Procedures
3. Data & Findings
4. Conclusions
5. References

1. Background and purpose of the study



Influence

- Socialization and interaction
- Knowledge production
- Appropriation of message

Also in science communication as it “(...) encompasses all forms of communication by and about the sciences, within audience as well as in the science-external public sphere (general audience)”

Weninger, Weingart and Wormer (2017, p. 20)

1. Background and purpose of the study

In Higher Education Institutions one of the consequences of this context is an online presence.

Portuguese reality: researchers are very frequently faculty and vice-versa. They teach, research and publish their results, create relationship with peers and get feedback on their research.

The online presence is very heterogeneous, some researchers are more active than others.

1. Background and purpose of the study

Why are social networks so important?

High potential for researchers



Help to keep
up to date in
face of new
developments
in their field
of action

Strong allies
regarding the
dissemination
of their
research

1. Background and purpose of the study

But... we spend time (we don't have!!!)

Well... according to Persson & Svenningsson (2016)

- The **Time invested** in social networks will give rise to a **return on investment in research**.
- A **constant updating is essential** since these communication channels are constantly in motion.
- **Marketing strategies** are necessary not only to know the behaviour of the target audience, but for their loyalty.

1. Background and purpose of the study

The measurement of the impact of dissemination of science using social networks is done by the use of alternative metrics, which are believed to be (Vanti & Sanz-Casado (2016):

- more democratic than the traditional metrics
- characterized by the creation and study of new indicators based on Web 2.0
- used for the analysis of scientific and academic activities
- explore the properties of measurements based on social networks.

2. Procedures

The main goal is to...

Identify the presence of P.Porto teachers in some social networks

Google scholar

ResearchGate

Academia

Mendeley

2. Procedures

Who?

P. PORTO

apresentação ensino investigação inovação internacional comunidade



**BEM
VINDO**
AO POLITÉCNICO DO PORTO
ENSINO SUPERIOR PÚBLICO



2. Procedures

When?

March 2018

What was used?

Excel

3. Data & Findings



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ISCAP - Most of publications are in Google Scholar - this marked presence has a positive impact on the amount of citations the papers receive.

The second most widely used platform is ResearchGate - visualization of the profiles of the authors presents considerable numbers.

Academia, although little used for making publications available, is a platform that has higher profile view numbers than ResearchGate.

The use of Mendeley is incipient. Co-authoring data indicate that this is a relatively common practice, which turns out to be a reflect of the nowadays multi and interdisciplinary and integrator nature of this business polytechnic school.

3. Data & Findings



ESCOLA
SUPERIOR
DE EDUCAÇÃO

ESE uses more ResearchGate as a way of disseminating the publications, however presents a greater number of citations from Google Scholar, indicating that this will be the platform mostly used by those who search , and that goes against what is the common and ingrained idea.

Mendeley is little used and Academia presents a very incipient use in this school.

3. Data & Findings



ESCOLA
SUPERIOR
DE TECNOLOGIA
E GESTÃO

ESTGF - No data retrieved from Mendeley

Google Scholar is the most widely used platform, ResearchGate presents similar values at the level of publications. However, the citations values obtained are much higher from Google Scholar, something that can be explained by what was referred earlier.

Regarding the profile visualization, ResearchGate remains the most consulted platform when compared to the Academia, this can be explained by the incipient presence of researchers of this school in this platform, having only been identified two researchers and with few publications inserted in the system.

3. Data & Findings



ESMAD - No data retrieved from Mendeley

There is a reduced presence in these social networks, being among the analysed, Google Scholar the most used platform / network (it is the one with the highest number of citations).

The second most popular social network is ResearchGate, although it is expected to have a smaller impact than Google Scholar at the citation level. However, the profiles of the teachers end up presenting some relevant data regarding their visualization. In this respect, the Academia has more homogeneous values than ResearchGate, which features an author with 2042 profile views and other authors with 63 and 95 views.

3. Data & Findings

ISEP has the strongest presence in all social networks at the level of publications and, consequently, at the level of the other items analysed.

It is also the one with the highest indexes for viewing profiles and traditional metrics such as the H index with a value of 82 in Google Scholar, 40 in Mendeley and the i10 index of 314.

3. Data & Findings

ESS - No data retrieved from Mendeley.

Of all the networks used, the one with a more marked presence of ESS researchers is ResearchGate, the social network where there are more publications, more co-authoring data and more profile views.

The number of citations is more homogeneously distributed than the citation data collected from Google Scholar. This is the second platform most used by researchers and teachers of this school of P.Porto.

The traditional metrics provided by Google Scholar are low, considering the scientific area to which they refer.

Academia appears to be a network that has attracted the interest of some researchers since there is evidence that it is used to make publications available to some of the researchers and to view and query their profiles.

3. Data & Findings



ESCOLA
SUPERIOR
DE HOTELARIA
E TURISMO

ESHT - No data retrieved from Mendeley.

This school has a large number of publications and citations in Google Scholar. The H and i10 indices are respectively 11 and 13.

Researchers also use ResearchGate, but less frequently. On this platform co-authors are identified, and it is possible to verify that teacher profiles are visualized, although there is a great discrepancy between the most visualized profile and the remaining three.

3. Data & Findings

ESAD - No data retrieved from Mendeley.

This school has a greater presence in ResearchGate, both at the level of publications and citations received.

Google Scholar is the second most used network and the highest H index is 5 and i10 Index is 3.

The Academia is little used at the publications level, the views are also in reduced in number and no co-authors are identified.

4. Conclusions

The use of social networks for scientific dissemination is a way of democratizing access to scientific advances, reaching more people and promoting the visibility of researchers and the work they do.

It seems to be essential that in order for these networks to be used in an efficient, structured and formal way, it is necessary for the various organizational units to create the conditions for this, through:

- the promotion of training actions directed both at the writing of scientific documents and scientific articles,
- how researchers can use these networks to promote their work, networking among peers and between institutions, and to enhance the visibility and impact of their scientific research.

4. Conclusions

Another aspect that can influence the use of these social networks is the (over)burden that teachers and researchers can experience.

P.Porto presents quite different results among the various schools that compose it, so it seems necessary to define a uniform information policy as well as scientific marketing strategy, both to be emanated by the institution's maximum body.

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Thank you

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