Chapter 04: Research Methodology Communication Tools for Researchers

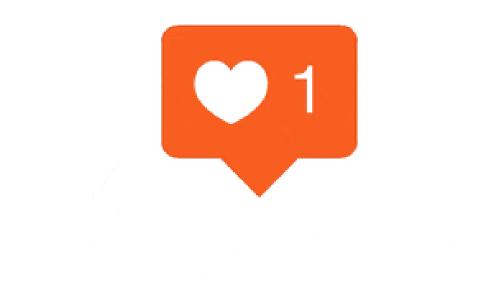
# Human beings have always tried to communicate with their peers.



From cave paintings to the invention of writing, the aim has always been to share opinions and knowledge.



Modern communication methods make it possible to share and <u>communicate scientific opinions</u> in a <u>short space of time</u> and <u>larger scale</u>, by using **social networks** 





# 1. Linkedin

- LinkedIn is a professional social network online that works through websites and mobile apps. officially launched on May 5, 2003.
- > LinkedIn runs a diversified business and generates revenue from:
  - user subscriptions,
  - □ advertising sales
  - and recruitment solutions.

LinkedIn can be used for everything to do with professional life:

- ✓ finding a job,
- ✓ employers,
- ✓ service providers,
- ✓ developing business, etc.

### **Characteristics**

- > LinkedIn works on the principle of connection: to get in touch with a professional,
  - $\checkmark$  you need to know him or her beforehand,
  - $\checkmark$  or have one of your connections intervene
  - ✓ networking (professional networking).
  - Thus, there are 3 degrees of connection:
    - the first level, or our direct contacts
    - the second level, or our contacts' contacts
    - the third level, or the contacts of our second-level contacts (It allows you to increase your network)

#### How to use Linkedin

To get the best from LinkedIn, use the following strategies:

- 1. Complete your profile (Diplomas, work experiences, skills...)
- 2. Contact and connect.
- 3. Start talking.
- 4. Give and receive recommendations and endorsements.
- 5. Use LinkedIn Groups.
- 6. Produce engaging content (e.g. share an interesting scientific article that you read...)
- 7. Find new hires and new opportunities.
- 8. Boost your organization's profile (e.g. dd your CV...)

9. Observe professional etiquette (don't talk about your personal life, keep it professional)

#### **Research gate**

ResearchGate is a social network for scientists, started in 2008.



- > Connect the world of science and make research open to all.
- > Over 20 million researchers, from diverse sectors in over 190 countries,
- > This researchers can use ResearchGate to connect, collaborate, and share their work.
- ResearchGate is for a wide range of researchers: scientists, clinicians, students, engineers, public health workers, lab technicians, computer scientists.

## **Characteristics**

- The major disciplines represented in ResearchGate are Biology, Medicine, Computer Science, Physics, and Chemistry.
- You can use ResearchGate to:
  - Share your research publications,
  - Find collaborators,
  - Access job boards
  - Ask and answer questions across disciplines and borders, in real-time.

#### How to use Research Gate?

- Go to ResearchGate, sign up and complete your profile with the relevant information.
- Add your publications.
- Select one or two research topics to follow if you want.
- ResearchGate also has a public list of researchers that have joined ResearchGate
- Full text publications uploaded to ResearchGate profiles are indexed by Google Scholar
- ResearchGate also boosts metrics for individuals and institutions: **RG-score** (total activity and weighed interaction, plus publications) and **impact points** (number of publications weighed by journals they are published in). It measures your influence in research in general, and gives you credibility, the higher your score the better