



Workshop

‘Digital Reputation Building in Science’

Venue	University of Bern
Date	October 15, 2020
Time	09:30 to 17:30 pm
Location	Room 001, Gertrud-Woker-Str. 5, 3012 Bern
Participants	12

Description

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 further ask how 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 questions and expectations you might have.



Workshop agenda

Time	Session	Duration
09:30-10:00	Welcome and introductory discussion - Identifying expectations and core questions	30 mins
10:00-11:15	(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	75 mins
11:15-11:30	Tea & coffee break	15 mins
11:30-13:00	(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	90 mins
13:00-14:00	Lunch break	60 mins
14:00-15:00	(3) Digital tools and platforms for the research workflow - Electronic Laboratory Notebooks - Reference Management Systems - Online Repositories	60 mins
15:00-16:00	(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	60 mins
16:00-16:15	Tea & coffee break	15 mins
16:15-17:00	(5) Time-efficient communication along the Open Science principles - Time management strategies - SMART guideline - Vienna Principles of OA Scholarly Communication	45 mins
17:00-17:30	Closing session - Open questions - Planning towards knowledge transfer - Feedback	30 mins