



Redes sociales académicas

Taller organizado por el Centro de Excelencia Académica (CEA)

Preparado por Snejanka Penkova, Ph.D.
UPR-Río Piedras

Objetivos

- Explicar los conceptos Web 2.0 y Ciencia 2.0
- Definir el concepto de redes sociales
- Presentar los tipos de redes sociales
- Presentar algunas de las redes sociales académicas
- Explorar los servicios y las funciones de las redes sociales académicas
- Describir la utilidad de las redes sociales para la ciencia

Web 2.0 y la Ciencia

Hay dos ideas básicas subyacentes en la exploración de la Web 2.0 al terreno de la ciencia:

- la ciencia es comunicación
- la ciencia es colaboración

Un tercer componente – cómo la Web 2.0 puede aportar no solamente nuevas formas de divulgar la ciencia, sino también nuevos métodos de evaluación de los artículos e informes científicos.

Open
peer
review



(Lluís Codina, 2009)

http://www.wipo.int/export/sites/www/wipo_magazine/images/2009_03_art8.gif

Ciencia 2.0

Figure 1: 'Science 2.0': Opening up the research process



EUROPEAN COMMISSION
DIRECTORATES-GENERAL FOR RESEARCH AND INNOVATION (RTD) AND
COMMUNICATIONS NETWORKS, CONTENT AND TECHNOLOGY (CONNECT)
PUBLIC CONSULTATION 'SCIENCE 2.0': SCIENCE IN TRANSITION (2014)

Ciencia 2.0...

Según la citada Comisión Europea la Ciencia 2.0 engloba lo siguientes factores:

- Incremento significativo de la producción científica
- Una nueva forma de hacer ciencia: “data intensive science”
- Un creciente número de actores en la ciencia y destinatarios de la ciencia

Además otros factores

- Nuevos lugares de hacer ciencia
- Disponibilidad de TICs a bajo costo
- Creciente demanda y presión de soluciones de los grandes retos (cambio climático, almacenamiento de comida)
- Los nativos digitales comienzan a ser parte de la población de investigación
- Creciente escrutinio de la integridad de investigación y rendición de cuentas de la ciencia

(A. Cabezas, D. Torres-Salinas, E. Delgado-López-Cózar, 2009)

Ciencia 2.0...

“...is much more than only one of its features (such as Open Access) and represents *a paradigm shift in the modus operandi of research and science* impacting the entire scientific process.”

EUROPEAN COMMISSION

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PUBLIC CONSULTATION ‘SCIENCE 2.0’: SCIENCE IN TRANSITION (2014)

“Ciencia 2.0 es el conjunto de servicios y aplicaciones basados en la colaboración y la participación del usuario dentro del campo científico.”

(A. Cabezas, D. Torres-Salinas, E. Delgado-López-Cózar, 2009)

- Open source
- Open Access
- Open Data
- Open Peer Review

Redes sociales en Internet



...los espacios virtuales de redes sociales también se denominan comunidades de aprendizaje que hemos de entenderlos como un tipo particular de grupos social o comunidad virtual caracterizada como “grupos de personas (profesionales, estudiantes, gente con intereses comunes,...) que interactúan a través de la red, de forma continuada para intercambiar información, ideas y experiencias con el objetivo de velar por el desarrollo personal y profesional de los miembros que la componen”

(M. Area, 2015)

Tipos de redes sociales

- Redes de propósito general o de masas o megacomunidades (Facebook, MySpace, Twitter,...)
- Redes abiertas para compartir archivos en distintos formatos – videoclip, presentaciones, fotografías, texto, etc. (SlideShare, Snips, Flirck,...)
- Redes temáticas o megacomunidades con interés específico (Ning, Elgg, Google Groups,...)
- Redes sociales docentes tuteladas o corporativas por una institución pública
<http://educalab.es/intef>
- Redes sociales autogestionadas por el profesorado
<http://www.ciberespiral.org/>

(M. Area, 2015)

Redes sociales académicas

Las redes sociales son aplicaciones web o plataformas donde los usuarios interactúan entre sí y con los materiales multimedia que ellos mismos generan.

(A. Cabezas, D. Torres-Salinas, E. Delgado-López-Cózar, 2009)

Estas plataformas hacen más fácil y más rápida la forma de crear contactos, mantener comunicación, publicar y compartir recursos, crear grupos de interés y mostrar nuestra identidad (perfil académico en este caso) en la medida que lo deseamos.

(N. Arroyo- Vázquez, 2009)

Redes sociales académicas...

Box 1 Examples of 'Facebook for Scientists': The growing use of social media by researchers

Academia.edu

Academia.edu is a USA based- platform for academics to share research papers. The company's mission is to accelerate the world's research. Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow. 8,897,412 academics have signed up to Academia.edu, adding 2,594,654 papers and 1,059,921 research interests. Academia.edu attracts over 15.7 million unique visitors a month.

Academia.edu is backed up by investors with a total of 17.7 million dollars.

Research Gate

Berlin-based, virtually identical functions as Academia.edu, however it generates a **Research Impact Factor** for the uploaded documents of researchers, based among other on the classical citations but also on the number of downloads by other users.

4 million users, founded in 2008. Research Gate received in 2012 the German Entrepreneurs Award and Bill Gates invested in 2013 in Research Gate to advance Open Science. 67 million Publications available, 193 countries.

Mendeley

Mendeley is a **reference manager**. Apart from the 'Facebook for Scientists' features, Mendeley also allows for open annotation and generation of bibliographies.

About 3 million users and recently bought by Elsevier: Amsterdam based.

Figshare

Figshare is an **online digital repository** where researchers can make their research outputs available in a citable, shareable and discoverable manner, including figures, datasets, images, and videos.

Figshare was launched in January 2011 and re-launched in January 2012, following support from Digital Science, a division of Macmillan Publishers. During its first year of operation 200,000 files were made publicly available. In September 2013 about 1 million research objects were available.

Métricas
alternativas del
impacto
científico

(Datos de la citada arriba consulta publica de la Comisión Europea, 2014)

Redes sociales académicas...

- [Social Science Research Network \(SSRN\)](#)
- [LinkedIn](#)
- [ResearcherID](#)
- [Sí TechNet\(sm\)](#)

Servicios y funciones

Generales (Web 2.0)		Específicos (Ciencia 2.0)	
Componente	Descripción	Componente	Descripción
Página de inicio	Es la página que muestra la red cuando nos identificamos (login). Incluye las novedades que nos afectan (mensajes, visitantes, nuevas incorporaciones, etc.) y el acceso a las funciones básicas de la Red.	Gestión documental	Este componente puede tener hasta tres variantes: (1) <i>Gestor personal</i> : mantener la lista de nuestras referencias, bien mediante entradas "a mano" o bien por importación automática desde otras bases de datos o depósitos digitales. (2) <i>Consulta a bases de datos</i> : permite búsquedas documentales temáticas unificadas a fuentes externas. Esto suele incluir la posibilidad de añadir referencias de interés a nuestra biblioteca personal. (3) <i>Búsqueda semántica</i> : algunos sistemas pueden buscar documentos a partir del análisis de otros documentos o de nuestro perfil o de nuestras publicaciones, etc.
Perfil	La información que hemos decidido publicar sobre nosotros mismos. Puede ser muy básica o puede ser exhaustiva.	Perfil académico	En estas redes el perfil suele estar muy adaptado a este mundo. Por ejemplo, suele incluir las publicaciones personales o datos sobre proyectos de investigación.
Mensajes	Un archivo de los mensajes anteriores con miembros de nuestra red personal	Grupos	Como es obvio, los grupos en estas redes siempre se refieren al mundo académico.
Búsquedas	Una función que permite buscar en la red por nombres de personas o por temas para encontrar nuevos contactos de la Red o grupos de interés	-	-
Grupos	Acceso a los grupos de los que formamos parte y opciones para buscar grupos, para solicitar formar parte y para crearlos. En el caso de redes académicas, obviamente los grupos son de este tipo.	-	-
Comunicación/ Colaboración	Diversas herramientas que facilitan la comunicación y la colaboración entre grupos y miembros de la red	-	-
Preferidos	Algunas redes sociales permiten mantener una lista de sitios, páginas y recursos preferidos que otros miembros de la red también pueden consultar	-	-

(Lluís Codina,
2009)

Medeley

Mendeley Desktop

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Mendeley

Literature Search

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- Open Access
- Scholarly publishing
- Create Folder...

Groups

- Information literacy journal club

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- Bates, Marcia J
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- Buckland, Michael K
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- Harkins, Mary Jane
- Hendler, James
- Hirsch, J E
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☆	●	📄	The Mendeley ...	Getting Started with Mendeley	2011	Mendeley Desktop	5/7/12
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Research: Leadership Development, Academic Libraries, Information
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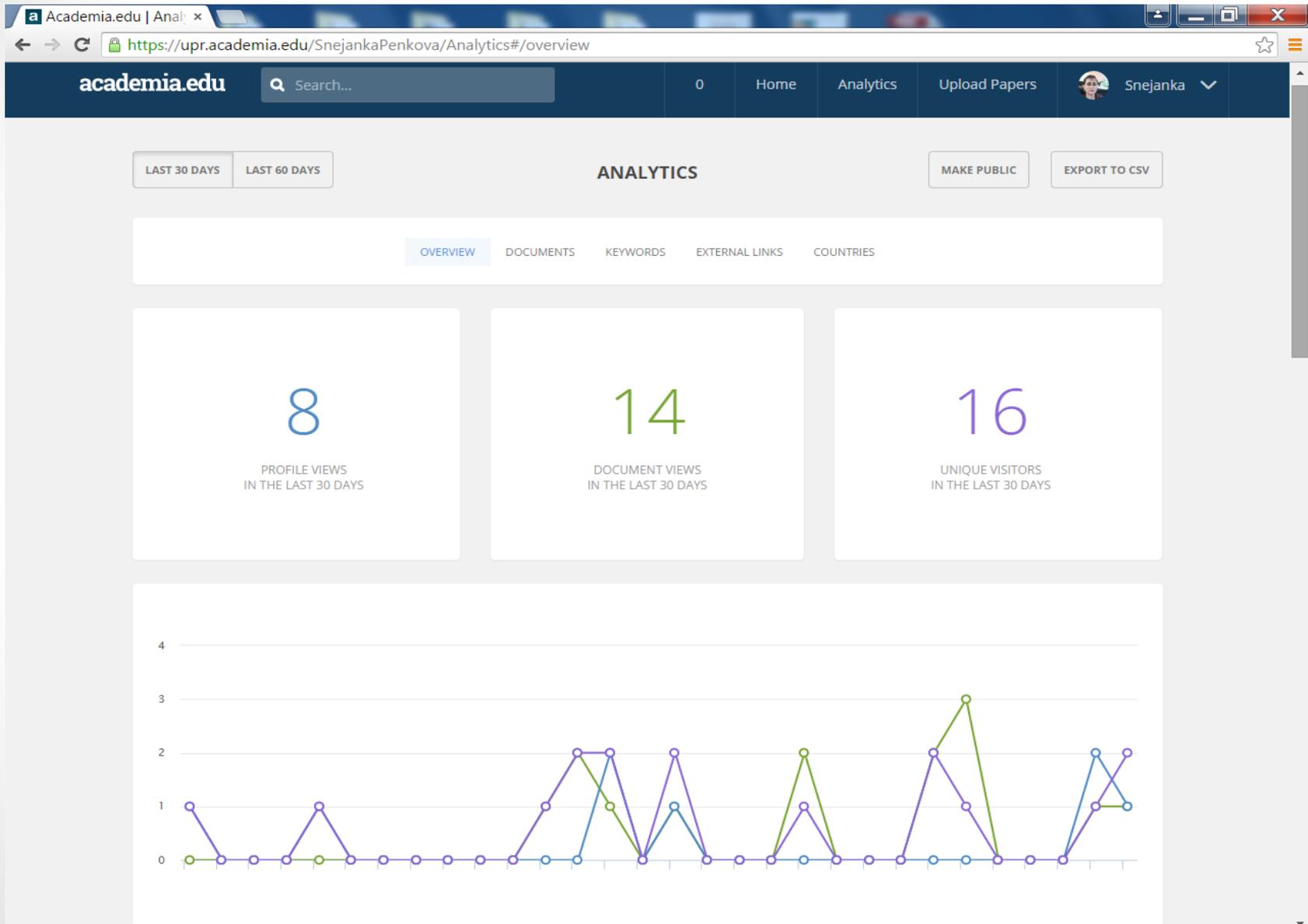
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Academia.edu



ResearchGate

The image shows a screenshot of the ResearchGate website homepage as viewed in a browser. The browser's address bar shows the URL www.researchgate.net. The website's header features the ResearchGate logo and a navigation link for existing members: "Already a member? Log in". The main content area has a light green background with the headline "For Scientists." and the subtext "Access scientific knowledge, and make your research visible." Below this is a prominent green button labeled "Join for free". Underneath the button are two social media links: "in Connect with LinkedIn" and "f Connect with Facebook". At the bottom of the page, there is a quote: "ResearchGate is changing how scientists share and advance research." attributed to "Forbes". The browser's taskbar at the bottom shows various application icons and the system clock indicating 4:50 PM on 3/19/2015.

ResearchGate

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"ResearchGate is changing how scientists share and advance research." **Forbes**

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ResearchGate...

ResearchGate Publications Jobs

Snejanka Penkova
PhD
Librarian
University of Puerto Rico at Rio Piedras Library System

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Snejanka Penkova, Cádiz Lourdes

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Publication downloads (daily / weekly)

Week ending	Downloads
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Feb 08	~23
Feb 15	~16
Feb 22	~5
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Mar 08	~4
Mar 15	1

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Social Science Research Network (SSRN)

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Abstracts:	595,992
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Authors:	275,743

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To date:	84,280,497
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Last 30 days:	1,117,613

CiteReader: [What's this?](#)

Papers with Resolved References:	283,014
Total References:	9,075,787
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Total Citation Links:	6,036,513
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Total Footnotes:	9,187,474

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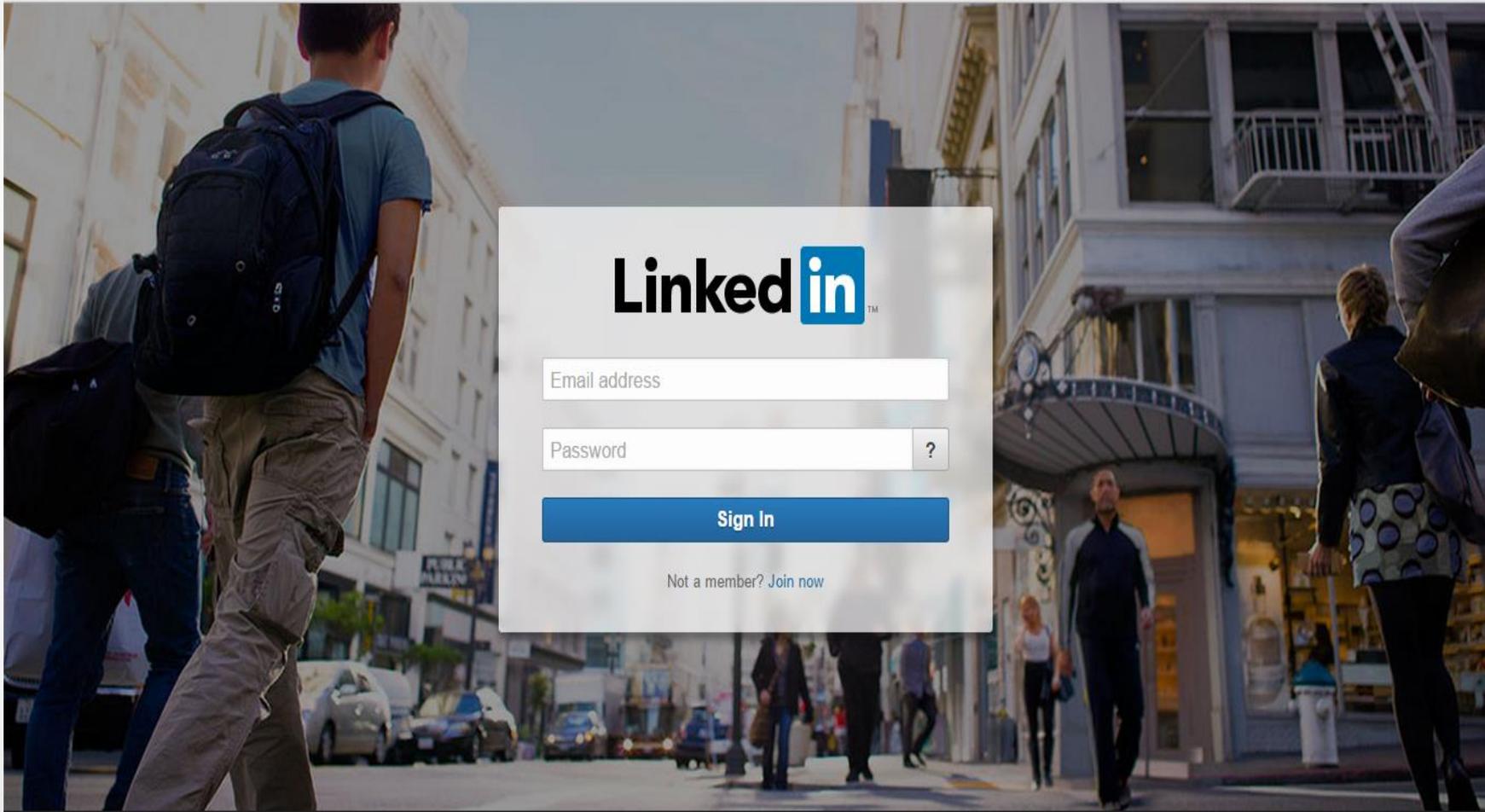
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LinkedIn



Los objetivos de las redes sociales académicas

- Establecer redes de contactos profesionales
- Crear grupos de interés con los que debatir o compartir recursos
- Crearnos una identidad como profesionales (perfil)
- Difundir y compartir información, experiencias profesionales, invitaciones a eventos, celebración de efemérides, lecturas, ideas
- Publicar contenidos de interés, opiniones, etc.
- Como medio de comunicación con los profesionales

(N. Arroyo- Vázquez, 2009)

La ciencia y las redes sociales –los pro y contra

La reserva de los científicos a participar por:

- La alta competitividad en el trabajo científico
- El miedo al robo de ideas o la pérdida de la prioridad en los descubrimientos
- Los mismos métodos de evaluación del trabajo científico
- La edad de los científicos (la brecha generacional)
- El tiempo de que disponen investigadores y profesores universitarios
- La utilidad

(A. Cabezas, D. Torres-Salinas, E. Delgado-López-Cózar, 2009)

- La calidad de los contenidos
- Temor por sentirse vigilados

(N. Arroyo-Vázquez, 2009)

Enlaces útiles

<http://www.researchgate.net/>

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Gracias!

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