



Getting Started with Scholarly Profiles at MSU

Within the academic world, “publication” has long been the gold standard for validating scholarly activity and providing evidence of one’s original thinking and creativity. The term, of course, assumes a “publicness” to one’s work. But while that publicness has traditionally been associated with the “final product” of research and thought, today’s era of digital networked communication involves newly emerging possibilities and, increasingly, expectations for being a public thinker, learner, and creator.

Your digital CV is the beating heart of your online presence. It is a repository for your work; it’s a place to think, and write, and research in public with others. It feeds your social media sites and offers others a place to comment and engage with you. It is an archive and a space to make your scholarship openly accessible to others.

Academic social networks can help you define your online public image and serve as a central access point for your papers, conference presentations, posters, and other research outputs. Creating a cohesive presence across platforms will allow the public and fellow scholars to understand your scholarly identity and increase access to your research outputs.

Shared Vocabulary

[Academic Profile](#)—This is a Tool that MSU uses for annual faculty review. There is no public-facing view for this system at this time. It replaces the FAIS system we have used since 2010 and is NOT the Academic Analytics platform that is universally hated.

[Academic Analytics](#)—Not the same as Academic Profile. It is an extractive project that consumes research data from university campuses and generates proprietary productivity metrics, leading to heightened competition among and within institutions.

Departmental/Unit website or profile - This section of your departmental website allows you to update your profile information and provide links to other profiles, websites, or other places you conduct your scholarly work. This is likely the top location where the media will find experts.

[ORCID](#) - The ORCID is a nonproprietary alphanumeric code (think scholar social security number) to uniquely identify authors and contributors to scholarly work. ORCID's website and services can be used to look up authors and their bibliographic output. Your ORCID profile data can be viewed on their website or can be displayed on other sites.

[MSU Commons](#) - The platform includes a repository for open-access scholarship and teaching materials, social network features to make interdisciplinary connections, group functions, and the ability to construct a WordPress website. Work contributed to the repository is archived and given a DOI for reference in other scholarship. MSU Commons profiles are publicly viewable, and each account has a unique URL for your profile.

How can I start?

1. Create your profiles in *MSU Commons* and *ORCID* if you don't already have one
2. Attend an *Academic Profile Training* if you have not already done so and get your profile set up
3. Update your profile information on your unit website, and include links to your Humanities Commons and ORCID profiles.
4. Build a digital portfolio of your work. This can be done in various ways and places. MSU Commons offers the ability to create a Wordpress website on the platform with an msu.edu domain name if you build it on our MSU instance.