

THE POWER OF YOU: WHAT'S IN A NAME?

The theme of this issue brings to mind two powers you have related to information:

- You have the power as a creator of information to identify yourself as an author and connect others to your work.
- You have the power as a seeker of information to leverage the information authors provide about themselves and their works.

You as a creator of information

Your identity as an author and researcher is powerful and encompasses who you are, what you have written and what you bring to and share with the veterinary world. Science cannot live alone unshared; it needs to be communicated and replicated before it can be validated. You can help others to find your works by taking control of your online identity with a couple of fast, free tools. It's all about connecting people to your work, such as your articles, book chapters, continuing education materials and conference presentations.

We need tools that help us distinguish one individual from another because names can be the same or similar and can change during one's lifetime. This is, in part, what an ORCID identifier (<http://orcid.org>) does. An ORCID is a unique number that allows you to declare variations of your name as you. Publishers and granting agencies increasingly require submissions to include each author's ORCID number. Additionally, your ORCID profile can include a bibliography and information about your education, employment and funding. You choose what to add and to make publicly available. You can set your profile to automatically update with new citations from a broad variety of sources. To see an example, go to ORCID and search "Sonya Gordon."



LIBRARIES
TEXAS A&M UNIVERSITY

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- To create your ORCID identifier, go to <http://orcid.org>, click "sign in," then click "register for an ORCID" and follow the directions to complete your profile and set it to public.

A previous column discussed searching for articles using Google Scholar (<http://scholar.google.com>). Have you noticed that your results sometimes include people in addition to articles? These are Google Scholar profiles. The profile serves as a bibliography of items Google Scholar locates and those that you add manually if you choose. It compiles statistics about the use of your work and seeks to link to freely available full-text copies of your publications. To see an example, go to Google Scholar and search "Allen Roussel."

- To create your profile, go to Google Scholar, click on "My Citations" at the top of the screen and follow the directions to add your publications and set your profile to public.

There are a variety of social media platforms for businesses and researchers. ResearchGate (<http://www.researchgate.net>) is a community of researchers. You can follow individuals, individual papers or topic for updates. Profiles include citations and often full-text and data sets. It

is the responsibility of the researcher to be sure they have the rights to upload full-text or data sets. To see an example, go to ResearchGate and search "Joe Kornegay."

- To create your profile, go to ResearchGate, click "Join for Free," choose the type of researcher you are and follow the directions to complete your profile and set it to public.

You as the information seeker or consumer

You can optimize the tools above to find reliable citations to information, information about individuals and links to full-text works. Often an author who has created one work you want to read has created others. Look for author profiles to verify citations, locate full-text items and discover new items. Authors often include their mainstream published works and other works that are important to them. These sometimes include state and regional publications, continuing education materials or conference presentations; these are often applicable to clinical practice.

If you're an author, especially an author in private practice, consider creating an online author profile so others can find your work. If you're an information seeker, try using profiles to help your search. **TV**

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